



HopeWalk

Notre Dame Prep High School | October 22, 2016

Team Registration Packet

Join Us!

**Notre Dame Prep High School | 9701 E. Bell Road | Scottsdale
7:30AM Registration | 9AM Walk**

www.HopeKids.org



Dear HopeWalk Participant,

Thank you for your commitment to our 8th annual HopeWalk on Saturday, October 22, 2016 at Notre Dame Prep High School. Your support will raise funds to spread the word about HopeKids and help underwrite a portion of the cost to keep the program expanding in Arizona.

As a HopeWalk participant, you will be responsible for:

- Registering and then creating your personal donation page at www.hopekids.org/HopeWalkArizona
- Setting a personal fundraising goal
- Supporting your team in a variety of methods
- Spreading the word about the HopeWalk and encouraging friends, neighbors and co-workers to join your team
- Getting creative with your team on walk day by wearing Team shirts, buttons and carrying team banners

Please use this packet to get started and make your efforts a success.

Included in this packet:

- Instructions for registering your team
- Personal fundraising ideas to meet your personal and team goal
- Support letter and social media posts to help promote your team
- Promotional poster to hang at your office or distribute among friends and family
- Corporate sponsorship levels to pass along to your network

Need suggestions for fundraising events, ideas for target donors or have general HopeWalk questions? We will help you along the way to make sure this event is a fun experience for you and your team members as well as your supporters!

With Hope,

Kimberly Trichel
Executive Director
HopeKids Arizona



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Take the first step: Create a Walk Team

STEP 1: Go to www.hopekids.org/HopeWalkArizona and click on "Register."

STEP 2: Set up your team's personal fundraising page through firstgiving.com, the online fundraising website.

STEP 3: Invite your friends, family and coworkers to donate to your team's page. Don't forget to ask your company to donate or about their matching gifts program.

STEP 4: Join us on Oct. 22 at 7:30 AM at Notre Dame Prep High School, 9701 E. Bell Road, Scottsdale. For every \$500 you raise, each team member will receive a t-shirt (five maximum).



Who does it help?

We are a HOPE organization. Our mission, our focus, and our programs are truly unique. We offer an ongoing program of highly-anticipated events and activities open to all families who have a child with a life-threatening medical condition.

We work to build a uniquely powerful, support community to encourage and support each other.

Everything we do is about hope. It is about surrounding these remarkable children and their families with the message that hope is a powerful medicine and that we will come alongside them to walk through this together. It is our heart. It is our message. It is our mission.

HopeKids provides ongoing events & activities and a powerful, unique support community for families who have a child with cancer or some other life-threatening medical condition. We surround these remarkable children and their families with the message that hope can be a powerful medicine.

For more information visit www.hopekids.org

HopeKids Arizona | P.O. Box 28471, Scottsdale, AZ 85255 | 480.282.3011 | adminphx@hopekids.org



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Fundraising Ideas

- Bake or candy sale
- Sell recipe books
- Jeans day at work (always a popular choice)
- Yard/garage sales
- Sport tournaments - bowling, kickball, basketball, baseball, soccer, etc.
- Utilize your social media outlets: Facebook, Instagram and Twitter (see next page)
- Silent auction
- Dance-A-Thons
- Wine and cheese tasting
- Host a benefit concert
- Church/synagogue collections
- Organize a summer trip with a portion going to your Team Goal
- Baseball/Football parties
- BBQ/Pool Party

The possibilities are endless. Use your imagination, get creative and have fun.



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Social Media Posts

Social media outlets such as Facebook, Instagram, Pinterest and Twitter are excellent methods to spread the word. Use the suggested posts below to get you started. Be sure to include your unique first giving website link to ensure easy access to your page. Your website link will look something like this: <http://www.firstgiving.com/fundraiser/YOURNAME/2016HopeWalk>

I'm walking for HOPE on October 22th. Join my team here: (Your First Giving website link)

Help me reach my goal of \$X by contributing to my HopeWalk team. Money supports children with life-threatening medical conditions and their family. (Your First Giving website link)

Hope is a powerful medicine. Help bring hope to families in Arizona through supporting my HopeWalk team: (Your First Giving website link)

I am \$X away from my \$X goal! Donate to my team's page and help bring hope to children in Arizona: (Your First Giving website link)

My team, X, is walking for children with life-threatening medical conditions and their families in Arizona. Join my team or donate here: (Your First Giving website link)

1,200 children are diagnosed with a life-threatening medical condition every year in Arizona. I am walking to help bring HOPE to these children! (Your First Giving website link)

HopeKids Arizona provides fun, free events for children with life-threatening medical conditions and their families. Join us as we walk for HOPE on October 22!

I'm walking for X Family in HopeKids! Join our team or donate here: (Your First Giving website link)



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Support Letter

June 27, 2016

Dear friends and family,

There are an estimated 1,200 children diagnosed with a life-threatening medical condition in Arizona every year. HopeKids Arizona provides ongoing events and activities for these families every month. They strive to keep kids focused on the future, looking forward to the next fun event around the corner, rather than dwelling on what they are dealing with in the present. All events are focused on the whole family to prevent siblings from being unintentionally overlooked and are offered at no cost to families.

I am walking for HOPE on Saturday, October 22, and I would appreciate your financial support. This 8th annual HopeWalk aims to spread the word about HopeKids and help underwrite a portion of the cost to keep the program vibrant in Arizona.

You can donate to my team's page online via credit card at [\(your First Giving website\)](#) or you can send cash or a check made payable to "HopeKids Arizona" to my address below. All donations are tax deductible and you will receive a receipt if your mailing address is included with your donation.

HopeKids Arizona currently serves over 1200 families by providing 20 to 25 events each month including sporting events, museum visits, musical performances, and more. Each child and family member is surrounded with the message that hope is a powerful medicine.

Will you help bring hope to these families by donating to my HopeWalk team?

With hope,

(Your name)
(Your Address)

HopeWalk

JOIN ME FOR THE 8TH ANNUAL HOPEWALK
TO SUPPORT HOPEKIDS ARIZONA

Saturday, October 22, 2016

Notre Dame Prep High School | 9701 E. Bell Road, Scottsdale
7:30AM Registration | 9AM Walk

Donate to my team at
www.firstgiving.com/hopekids/2016HopeWalk

www.hopekids.org/HopeWalkArizona



HopeKids



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SPONSORSHIP OPPORTUNITIES

TITLE \$7,500: Title sponsor name and logo added to HopeWalk logo and on all media and t-shirt, product/information distributed to walkers, and company table with banner displayed at the event.

PRESENTING \$5,000: Logo on all media and t-shirt, product/information distributed to walkers, and company banner placed at main stage.

PLATINUM \$2,500: Sponsor a team for a HopeKid who is unable to attend the event. You will receive information on your sponsored HopeKids family and can attend the event with your own walk team or make a donation for the family to attend the HopeWalk at no cost. Logo on all media, t-shirt and HopeWalk event banner.

GOLD \$1,500: Logo on all media, t-shirt and HopeWalk event banner.

SILVER \$500: Logo on all media and HopeWalk banner.

IN-KIND: Donations of food, prizes, event entertainment or other items. Logo on materials based on value of items as indicated above.



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For more information visit www.hopekids.org

Sponsor Name _____
(as it should appear in promotional materials)

Name of Contact Person _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email: _____

Sponsorship Level \$ _____

Please make checks payable to HopeKids, Inc.

Send to: HopeKids Arizona, P.O. Box 28471, Scottsdale, AZ 85255

Print-quality sponsor logos should be sent to kimberly@hopekids.org no later than September 23, 2016