



Walk for
Kids

FUNDRAISING TOOLKIT

The Walk for Kids is RMHC Southern California's biggest fundraising event of the year, raising approximately \$2,000,000 each year in support of families facing childhood illness.

Who are you supporting when you Walk for Kids?

The children and families of our 7 Ronald McDonald Houses, 3 Ronald McDonald Family Rooms, and Camp Ronald McDonald for Good Times

READY TO GET STARTED... TIPS ON NEXT THE PAGES!!!

Legend

- Ronald McDonald House
- Ronald McDonald Family Room
- Camp Ronald McDonald

Our programs help more than 5,000 families every year who are caring for a child with a serious medical condition. Your support gives them hope, strength, and courage when they need it most.

Map locations include: BAKERSFIELD, LOS ANGELES, PASADENA, INLAND EMPIRE, WESTSIDE LA, LONG BEACH, ORANGE COUNTY, and CAMP. Major highways shown include 5, 10, 15, 101, and 405. Landmarks include Los Padres National Forest, Santa Barbara, Ventura, Riverside, Temecula, Carlsbad, and Anza-Borrego Desert State Park.



Walk for Kids

CUSTOMIZE YOUR WALK PAGE

Fundraisers with a personalized page raise 30% more money. Your motivation to hit your goal will inspire others.

Customizing your Walk page is as easy as 1,2,3.

1

Sample Walker

\$0 Raised \$1,000 [DONATE](#)

Welcome to My Walk for Kids Personal Page

2



Add your photo

People are more likely to donate if they see your sweet face.

SKIP

ADD

3



Edit your story

Personalize your story and tell people why you are fundraising for Walk For Kids 2024 - Supporting All SoCal

SKIP

COMPOSE



Walk For
Kids

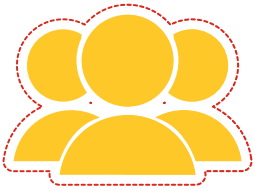
FUNDRAISING CHECKLIST

SIGN UP



- Register as a team or an individual at walkforkids.org
- Set up your personal page, fundraising goal, and page link in your participant center
- Upload your email contact and connect your social media accounts to begin your fundraising outreach

CONNECT



- Ask friends and family to walk with you and recruit them to join your Walk for Kids team
- Spread the word by sending emails and social media posts straight from your Participant Center
- Inspire your supporters by sharing "Why I Walk"

FUNDRAISE



- Engage your community by asking friends/family/colleagues to sponsor your Walk for Kids goal
- Utilize social media to help get the word out and share your personal Walk for Kids fundraising link
- Connect with your Walk for Kids Events Manager to get support and tips in your fundraising!

CELEBRATE



- **Walk with us at your selected Walk location! Grab your Walk merch and make sure to tag @rmhlongbeach and use #WalkForKids**

