



Walk for
Kids

Ronald
McDonald
Family Room®
VENTURA COUNTY MEDICAL CENTER

FUNDRAISING TOOLKIT

The Walk for Kids is the Ronald McDonald Family Room at Ventura County Medical Center's biggest fundraising event of the year, raising approximately \$115,000 each year in support of families facing pediatric hospitalization at VCMC.

Who are you supporting when you Walk for Kids?

The children and families receiving pediatric and NICU care on Floor 2 at Ventura County Medical Center, the only hospital in Ventura County providing dedicated pediatric care. Your support helps keep families close to their children during critical medical treatment.

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





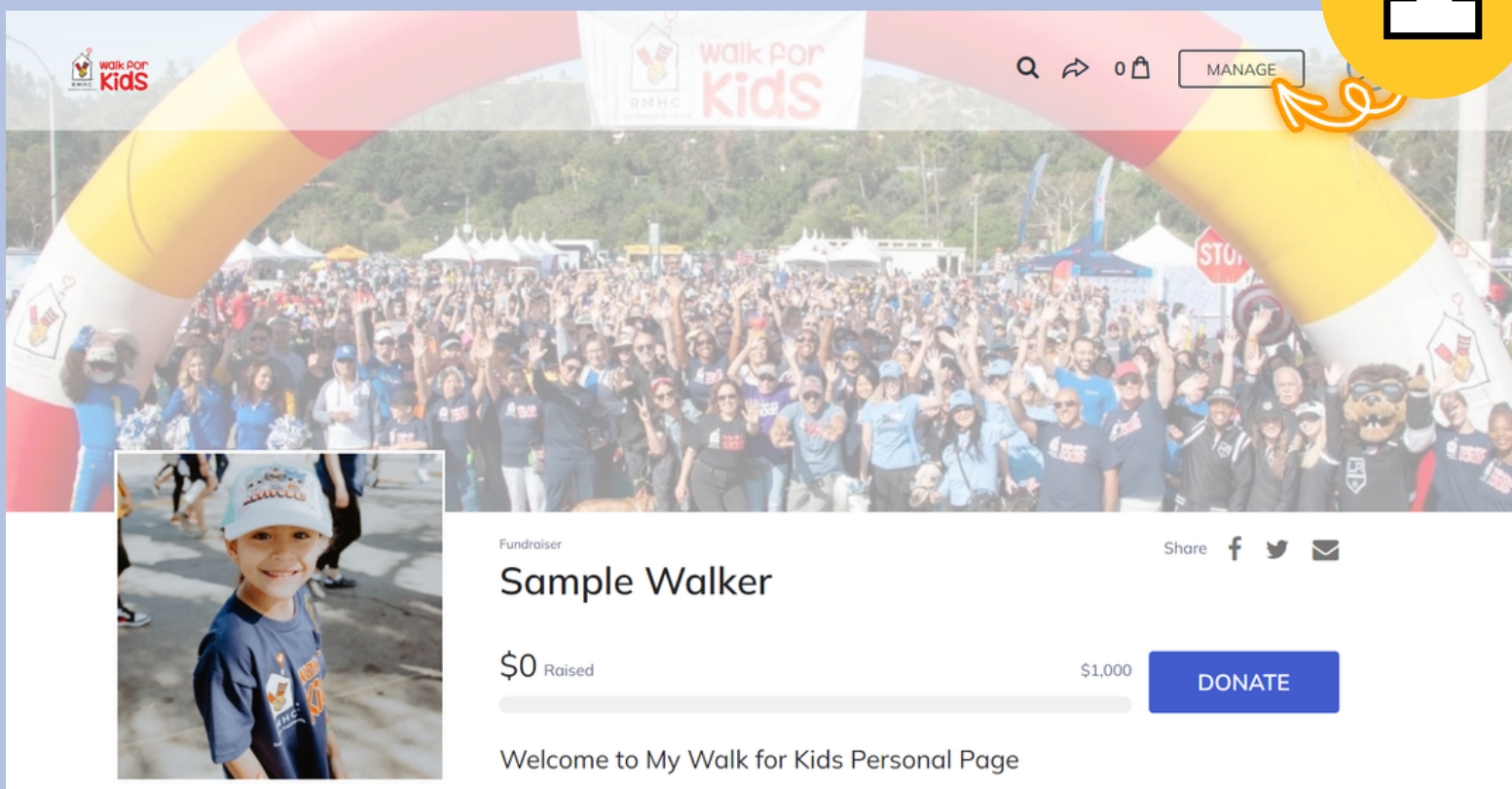
Walk for
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CUSTOMIZE YOUR WALK PAGE

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



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
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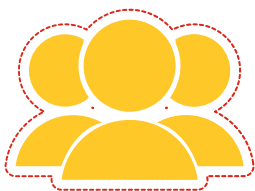
FUNDRAISING CHECKLIST

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 San Buenaventura State Beach Park! Grab your Walk merch and make sure to tag @VenturaRMFR and use #WalkForKids**

