

Fundraising Toolkit



You Race. Kids Win.

7TH ANNUAL
**summer
scamper**



Benefiting
Lucile Packard
Children's Hospital
Stanford

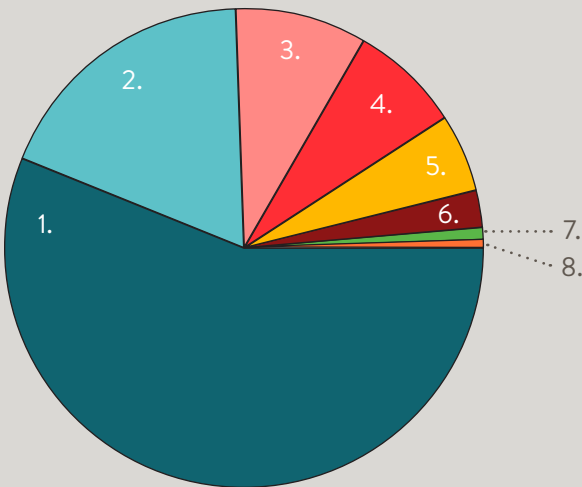
5k, 10k & kids' fun run
June 25 • Stanford
SummerScamper.org



*Thank You
for supporting
Kids like me!
Love Luca*

Thank you for supporting kids like me! Love Luca

In 2016, supporters like you set a new record, raising more than \$575,000 through Summer Scamper for patients and families at Lucile Packard Children’s Hospital Stanford. Your participation in Summer Scamper this year can help even more children.



1. The Children’s Fund	\$387,837
2. Other (Including Cystic Fibrosis, Transplant, and SAPI)	\$46,679
3. Bereavement and Family Guidance	\$44,320
4. Food Allergy and Asthma Research	\$34,082
5. Children’s Heart Center	\$27,989
6. Cancer Research	\$19,183
7. Autism Research	\$9,705
8. Neonatology Research	\$5,205

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Get to know

Lucile Packard Children's Hospital Stanford

Our hospital began with one mom's vision. Lucile Salter Packard, our generous founder and visionary for children's health, believed strongly in caring for both the body and soul of every child. That commitment to nurturing care continues to guide us today.



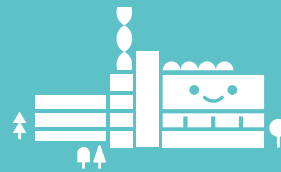
Thanks to our donors, almost 24,000 patients whose families could not afford the full cost of treatment received care at Lucile Packard Children's Hospital Stanford last year.

Our Stanford University School of Medicine is the 2nd highest ranked medical school in America.



Stanford
MEDICINE

Our \$1.1 billion hospital expansion, opening in 2017, adds 521,000 sq. ft. of building space, 149 patient beds, and 6 new surgical suites.



No family is ever turned away due to their financial circumstances.

Our Transplant Center is **#1 in the nation**

for pediatric transplant volume with top patient outcomes.



People

Medical Staff: 1,270
Employees: 3,663
Volunteers: 900
Auxiliary Members: 1,010

100% of gifts donated to the hospital directly support care for thousands of kids and expectant moms each year.

Our network provides care for nearly

500,000 patient visits a year.



Our network provides access to Stanford Children's Health specialty care or well care within 10 miles of most Bay Area family homes.

In 2015, our patients came from 45 states in the U.S., and 32 countries around the world.



Last year, our Johnson Pregnancy and Newborn Center delivered more than

4,200 babies.



Our hospital has **302 beds.**

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Get Started

Become a Scamper fundraising superstar!



STEP 1: Register

Register to run, walk, volunteer, or be a Virtual Racer at the 7th annual Summer Scamper. Visit SummerScamper.org to get started!



STEP 2: Fundraise

Personalize your Scamper fundraising page with your story and photos. Then share your page with friends, family, coworkers, groups, your barista, or dogwalker!



STEP 3: Earn Prizes






Fundraise for the child health program that is most meaningful to you, and earn [cool prizes](#) as you reach every milestone!

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Fundraising Impact

Your Total	Your Impact	Your Prize
\$250	 Music Therapy Music therapy is a natural healer and mood booster for patients. \$250 can fund three additional hours.	• Scamper Tumbler
\$500	 Blood Tests A \$500 donation could cover the cost of two comprehensive blood tests	• Scamper baseball cap
\$1,000	 Bike Helmets When you raise \$1,000, you could fund 100 bike helmets for children in need.	• Scamper bluetooth speaker • Cut-the-line pass for Packet Pick Up
\$2,500	 Mobiles A \$2,500 gift could provide a five-month supply of mobiles for our tiniest patients.	• Scamper beach towel • Scamper beach bag • Cut-the-line pass for the Start line
\$5,000	 Mobile Entertainment A \$5,000 gift could provide a new mobile entertainment unit equipped with videogames to provide patients a fun distraction	• Massage package • VIP race day parking
\$10,000	 Art Therapy Put patients in the Bass Cancer Center at ease by stocking the Art Cart for one year.	• Apple watch • A red wagon for the new hospital donated in your name



Meet Your Summer Scamper Patient Heroes

When you fundraise or donate through Summer Scamper, you bring care, comfort, and cures to children and families like these brave Patient Heroes.



Effy

Hometown: Salinas
Age: 5
Cancer Research



Isabel

Hometown: Hillsborough
Age: 13
Children's Fund



Hana

Hometown: San Francisco
Age: 2
Children's Heart Center



Vivi

Hometown: Menlo Park
Age: 1
Transplant Research



Jayden

Hometown: King City
Age: 3 mos
Neonatology Research



David

Hometown: Newark
Age: 9
Cystic Fibrosis Center



Samantha & Nicholas

Hometown: San Carlos
Age: 12 and 10
Food Allergy and Asthma Research



Yali's Family

Hometown: Watsonville
Bereavement and Family Guidance



Holden

Hometown: Santa Clara
Age: 4
Autism Research

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Fundraising Ideas

Whether your fundraising idea has a creative twist or follows a tried-and-true plan, we're excited to offer the support and guidance you need to make your fundraiser a success. Use one of our ideas below, or create your own!



Hold a Drawing

Draw names for a prime parking space, a gift card, or other fun prizes, and donate proceeds to your personal Scamper fundraising page.



Schedule a Night In

Host a board game night, movie marathon, or turn on the big game. Ask guests to make a donation to your personal Scamper fundraising page.



Donate your Special Day

In lieu of gifts for your birthday, anniversary, graduation, or other special day, ask friends and family to contribute to your personal Scamper fundraising page.



Gift Match

Double your efforts! Many companies will make matching gifts. Speak to your HR department to learn the details.




Dress Down Days

Get your workplace or school involved! Designate a certain day or week, and ask for donations to dress casually.



Get Digital

Include a link to your personal Scamper fundraising page in your email signature and share your story on social media.

 Watch our [video](#) to see how Jill raised \$500 in 5 days!

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Social Media Tips

Share your story! Has your family benefited from services at Lucile Packard Children's Hospital Stanford? Are you a hospital employee or volunteer? Whatever the reason you Scamper—share it!

Keep it
short and
sweet.

Use a fun photo of your family or your inspiration for Scamper-ing.

Share fundraising progress updates.

Email close friends and family first, and get some \$\$\$ on your fundraising page before you post it to social media.

Use your custom URL to your Scamper fundraising page.

Make it personal.
Share your connection to the hospital.

Be specific with your ask and call to action.

Tag friends and family who might want to give.

Use
#SummerScamper2017
and
#WhyWeScamper

Consider offering a thank you gift to your supporters.

Tag friends to **thank them** for donating. Tagging will increase your post's exposure AND make your donors feel extra special.

 Facebook.com/PackardSummer

 Instagram.com/SummerScamper

 Twitter.com/StanfordChild

 raceinfo@supportLPCH.org

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Life of a Successful Social Media Campaign

Last year, our friend Kanoa set a **\$1,000 goal** in support of the Children's Fund--and reached it, thanks to social media! Check out Kanoa's progress below, and **how he reached his goal**:

1 month prior



We're making thank you paintings to send to friends who donate to our [@Summer Scamper](#) page benefiting the children's hospital where Kanoa was born! In one week, we've already raised \$590. Please help us reach our \$1,000 goal and support kids with care, comfort, and cures. [#WhyWeScamper](#) Give here: [my.SupportLPCH.org/Kanoa](#)

2 weeks prior



This is Kanoa visiting the radiology department at [@Lucile Packard Children's Hospital Stanford](#).

He's a healthy growing boy, but

sadly just down the hall there are kids just like him fighting for their lives. We can't imagine the pain their families are going through, but we can help them. Will you give \$20 to support children's health today? [#WhyWeScamper](#) [my.SupportLPCH.org/Kanoa](#)

1 week prior

We met our \$1,000 fundraising goal for [@Summer Scamper!](#) Now for the fun part: thank you paintings! There are still 2 days left to donate to support children's health and get your priceless artwork from Kanoa (he might be famous someday!) [#Scamper2015](#) Donate: [my.SupportLPCH.org/Kanoa](#)



Post-Event



We did it! Thank you to [@Chris](#), [@Lauren](#), and [@Ginger](#) for joining my [@Summer Scamper](#) team and running for children's health today! And THANK YOU to all of you for donating to my Scamper page. In total, we raised more than \$500,000 for [@Lucile Packard Children's Hospital Stanford](#) to help more kids in our community. I'm so grateful for your support! [#Scamper2015](#)

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Sample Fundraising Letter

Dear Aunt Kathy,

For the third year, I am supporting children and families at Lucile Packard Children's Hospital Stanford by participating in the [7th annual Summer Scamper](#). On Sunday, June 25, I will run a 5k to raise awareness and support for the hospital—and you can help!

As a not-for-profit hospital, Packard Children's relies on the generous support of caring community members like you to provide advanced medicine and compassionate care to children and expectant mothers.

Will you join me in helping children overcome challenges and lead fuller lives? My goal is to raise \$250 for transplant research and you can help me reach it!

I chose to support the Transplant Center because my neighbor Ben received a kidney transplant last year. We knew he was in good hands at Packard Children's.

Your gift will help more kids like Ben get the lifesaving care they need.

Donating online is easy and secure. You can visit my personal Scamper fundraising page at [SummerScamper.org](#).

Thank you in advance for your generosity!

Sincerely,
Scamper Sam

P.S. You can run to save lives, too! Sign up for [Summer Scamper](#) today.

You can choose to dedicate your fundraising efforts to the *Children's Fund* (which provides flexible support for the hospital's highest ongoing priorities) or the child health program that is most meaningful to you, including:

Autism Research

Bereavement and Family Guidance

Cancer Research

Children's Heart Center

Food Allergy and Asthma Research

Neonatology Research

Pulmonary and Cystic Fibrosis Center

Child and Adolescent Psychiatry

Transplant Research

Your choice

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People you know

Use this list to give everyone you know the opportunity to support you!

Accountant
Aerobics instructor
Antique dealer
Architect
Attorney
Auditor
Aunts and uncles
Babysitter
Baker
Banker
Barber/hairdresser
Bartender
Beautician
Best friends
Bookkeeper
Bookstore owner
Bridal advisor
Brothers
Butcher
Car mechanic
Carpenter
Caterer
Chiropractor
Clients
Colleagues
Cousins
Current neighbors
Dentist
Dermatologist
Dietitian
Doctor
Dry cleaner
Electrician
Engineer
Exterminator
Financial planner

Sample Follow-up Message

Dear Aunt Ann,

I wanted to follow up on the email I sent to you about my participation in the [7th annual Summer Scamper](#), supporting children and families at Lucile Packard Children's Hospital Stanford. I am more than halfway to my goal of raising \$250 for the Children's Fund (which funds the hospital's highest ongoing priorities)!

You can still help me reach my fundraising goal and give more children and families the lifesaving care they need. Will you help by making a gift of \$20 on [my personal Scamper fundraising page](#)?

Your support will help provide the best care possible for children and expectant mothers, sustain programs not covered by insurance, and advance groundbreaking research to improve the lives of children worldwide.

Thank you in advance for your generosity!

Sincerely,
Scamper Sam

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Sample Thank You Letter

Dear Mr. Rogers,

Thank you for supporting my participation in the [7th annual Summer Scamper](#) and for your generous donation benefiting children and families at Lucile Packard Children's Hospital Stanford!

I have reached my goal of raising \$250 for the Sean N. Parker Center for Allergy and Asthma Research at Stanford University and could not have done it without you! Your donation could save the life of a child facing deadly food allergies.

Your support helps the hospital provide the best care possible for children and expectant mothers, sustain programs not covered by insurance, and advance groundbreaking research to improve the lives of children worldwide.

To learn more about how your donation is making a difference, please visit [SummerScamper.org](#).

Thank you again for your support! I'll send you photos and video of our Scamper team soon!

Sincerely,
Scamper Sam

More people you know

Florist
Former classmates
Friends of your family
Golf instructor
Grandparents
Insurance agent
Interior decorator
Landscape
Lawyer
Manicurist
Members of your hobby groups
Members of your religious groups
Sports teammates
Music instructor
Nanny
Nurse
Nutritionist
Optometrist
Painter
Parents
Parents from school
Past neighbors
Pediatrician
Pharmacist
Photographer
Physical therapist
Physician
Psychologist
PTA members
Realtor
School teacher
Sisters
Sports team coach
Technician
Vendors
Veterinarian
Wedding guests

To find these letters and more online, visit us at [SummerScamper.org](#)

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Offline Donation Form

Although fundraising online is the preferred, fastest, and easiest way to receive donations for Summer Scamper, we know you might receive some checks from your supporters. To ensure that they are processed correctly, please follow these instructions.

1. Make all checks payable to “Lucile Packard Foundation for Children’s Health.”
2. Please do not enclose cash donations.
3. Write your name on each check’s memo line.
4. Please submit this form and check to: Lucile Packard Foundation for Children’s Health
Attn: Development Services
400 Hamilton Avenue, Suite 340
Palo Alto, CA 94301

Participant’s name: _____

Number of checks included: _____

Total amount of donations included: \$ _____

If you would like your fundraising page to be updated with your offline donation, please email us at raceinfo@supportLPCH.org with the donor’s first and last name, donation amount, and email address for each offline donation. Please allow one business day for your offline donation to appear on your page.

Thank you for your support!

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Race Weekend Details

Friday, June 23	3 - 7 p.m.	Packet Pickup	Sports Basement 1177 Kern Avenue Sunnyvale, CA 94085
Saturday, June 24	10 a.m. - 4 p.m.	Packet Pickup	Fleet Feet Sports 859 Santa Cruz Avenue Menlo Park, CA 94025
Sunday, June 25	6:30 a.m. 8:00 a.m.	Packet Pickup opens 5k and 10k Start	Track House, Stanford Near Frances C. Arrillaga Alumni Center at Stanford
	8:30 a.m.	Family Festival begins	Track House Lot, Stanford
	9:00 a.m.	Awards Ceremony	Family Festival Stage
	9:30 a.m.	Kids' Fun Run	Cobb Track, Stanford
	9:30 a.m.	5k and 10k courses close	
	11:00 a.m.	Family Festival ends	

For the most up-to-date race weekend details, including parking, safety, and timing and pace information, check back regularly at SummerScamper.org.

Contact Us

We want your efforts to be successful! Feel free to reach out with any questions or comments.



SummerScamper.org



raceinfo@supportLPCH.org



(650) 498-6328



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