

# FUNDRAISING GUIDE



## *Walk Roll or Stroll* for Mt. Hood Kiwanis Camp

• AUGUST 25, 2024 •

**Oaks Amusement Park**  
7805 SE Oaks Park Way, Portland

**SUNDAY, AUGUST 25, 2024**

**9 AM Check-in Opens**

**10 AM Warm Up, Kick Off**

**10:30 AM Walk, Roll, or Stroll START!**

**11 AM Post-Walk Celebration!**

- ★ Live Music
- ★ Interactive Booths
- ★ Games and Activities
- ★ Raffle and Prizes

**11:30 AM BBQ Lunch**

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The annual Walk, Roll, or Stroll benefits Mt. Hood Kiwanis Camp. MHKC helps empower children and adults with developmental disabilities through equitable access to the outdoors and recreation.

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Learn more at:

**[MHKC.org/walk](https://www.mhkc.org/walk)**



**#MHKCWalk**

# Welcome!

THANK YOU for registering for the Walk, Roll, or Stroll. We are so happy to have you join us! You've already taken the first step by registering to participate. The following information will provide you with the tools and resources you need to raise money and be ready to raise funds and support MHKC!

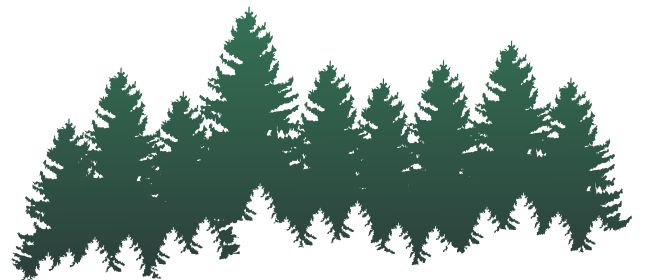
At the walk, we raise money for an outstanding summer camp that EMPOWERS children and adults with intellectual and developmental disabilities. As one of the largest programs of its kind in the U.S., every year Mt. Hood Kiwanis Camp offers a unique opportunity for more than 500 campers to experience the outdoors in its fully accessible 22-acre campsite. Despite campers' cognitive, developmental or physical disabilities, recreational activities are adapted to each ability – activities that we all love, like horseback riding, hiking, canoeing, swimming, dancing, whitewater rafting, and more!

The Walk, Roll, or Stroll is our second largest annual fundraiser. This fundraiser helps support the daily operations of Camp. Currently, it costs MHKC \$3,550 to send a camper to Camp. However, we only charge campers \$1,450, to honor our pledge to keep Camp as affordable as possible to families. The contributions you raise for the Walk, Roll, or Stroll go towards the costs of operating the Camp, allowing MHKC to continue to positively impact our campers' lives.



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**Not just a fundraiser...**  
The Walk, Roll, or Stroll is a super-fun, family-friendly event, where campers, counselors, staff, and MHKC friends can show their love and support of Camp.

*We encourage all of our walkers, rollers, and strollers to invite their friends and family to join in the fun.*



*Any questions?*

Don't hesitate to contact Skye Burns:  
**Skype@MHKC.org**  
**(971) 230-2928**



# RAISE MONEY

## EARN CAMP SWAG!



**Raise \$500**

Cozy Flannel with  
MHKC Logo



**Raise \$250**

Awesome MHKC  
Beanie Cap



**Raise \$50**

MHKC Oregon  
Forest Logo  
T-Shirt

**NEW  
DESIGN!**

**REGISTER TODAY: [MHKC.org/walk](https://www.mhkc.org/walk)**

# TOP FUNDRAISER

# prize!



## **Beats Solo 4 Bluetooth Wireless On-Ear Headphones**

Up to 50 hours of battery life

Android and iOS compatible

Compact and foldable with carrying case

USB-C charging cable + 3.5 mm cable

*plus:*

Anyone who raises over \$1000 will be entered to win a 2-night stay at MHKC's popular Doig Cabin



**REGISTER TODAY: [MHKC.org/walk](https://www.mhkc.org/walk)**

# FUNDRAISING TIPS!



## SHARE ON FACEBOOK

Let your Facebook friends know that if each person donated just \$10, how much you would raise. Is it \$500? \$1,000? Post your personal fundraising page link on your Facebook page.

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## IT'S A NUMBERS GAME

On average, one in five fundraising emails will result in a donation. The more emails you send, and the more personal you make them, the better your results will be!

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## HAVE A GOAL



Set a specific team goal to motivate team members in their fundraising efforts.



## DROP A LINE

Letters by snail mail (GASP!) or sending emails are an easy way to reach out to your friends and family. You can also send emails from your MHKC walk page—we even provided a template you can customize!



## DINNER PARTY

Get creative with a fundraising party at your house. Ask friends for a \$10 donation to attend and then pass-the-hat. How about hosting a backyard gathering with a yard game tournament where people pay to play—and win a donated item. Get creative!



1

2

3!

## THIRD TIME'S THE CHARM!

It takes an average of 3 requests before a person will take action and make a donation. What are your three methods? Perhaps an email, in person request, and Facebook post?



# MORE FUNDRAISING IDEAS



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## ADD LOCAL FLAVOR

Hold your fundraising party Portland style! Many breweries, taphouses and restaurants around town will split proceeds with you if you host a fundraising party at their place. *Ask around!*

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## ASK THE MAN

Ask your employer to match donations made by employees to your walk team or request a corporate sponsorship.

Ask the camp office for a sponsorship packet—we're more than happy to help!



## HOLD A "MAKE" SALE

Are you a quilter? Knitter? Crafter? Why not throw a sale to raise funds for your team? If you've got creative friends, combine your crafts for even more fun!



## SPECIAL OCCASIONS

Have a birthday, anniversary or holiday coming up? Instead of gifts, ask for donations!

Pro-tip: you can ask for birthday donations through Facebook!



## BOTTLES AND CANS JUST CLAP YOUR HANDS

Collect cans and bottles at your house.

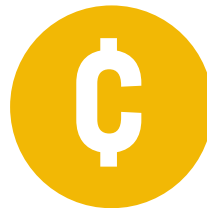
Ask your friends and neighbors to contribute as well. Then, visit your local bottle drop to earn cash for your team!



## SPARE CHANGE JAR

Collect your spare change in a jar and donate those funds to your team! Ask friends and family

to drop their change when they visit your house. To encourage co-workers, put a spare change jar in your office kitchen!



*Sign up today and  
track your progress:*

**MHKC.org/walk**



# How to reach out on SOCIAL MEDIA

## SOCIAL MEDIA TIPS



**Include a photo or video of camp!**

We've got some great videos on our [YouTube Channel \(TheMHKCamp\)](#). Share one so your friends can see what Camp is all about. Here's one: <https://youtu.be/ekYVDWzqdVk>



**TIP: Make it personal!**

Include a story about your experience or connection to MHKC.

**Add a link to an MHKC page!**

 [MHKCamp](#)

 [@mhkcamp](#)



## Looking for inspiration?

Here is some sample text that you can use to form your message to your network.

**I'm supporting Mt. Hood Kiwanis Camp by joining this year's the Walk, Roll, or Stroll!** At Camp, people with developmental disabilities spend a week flying on the zipline, whitewater rafting, canoeing, riding horses, and more!

Camp is one place where campers can be unapologetically themselves and all abilities thrive. Help me support this mission with a donation to my fundraising page, here:

**[Link to your personal fundraising page].**

# HOW TO RAISE \$500 IN 9 DAYS!

RUNNING  
TOTAL

DAY 1

Start by sponsoring yourself with a \$25 donation.

\$25

DAY 2

Ask two family members to make a \$25 donation.

\$75

DAY 3

Ask five friends to contribute \$10.

\$125

DAY 4

Ask five colleagues or co-workers to donate \$10.

\$175

DAY 5

Ask five neighbors to contribute \$10.

\$225

DAY 6

Ask five people from your school or place of worship to donate \$10.

\$275

DAY 7

Ask your boss for a company contribution of \$75. Or, ask if the company would match funds raised.

\$350

DAY 8

Ask five local merchants to sponsor you for \$20.

\$450

DAY 9

Ask two businesses that you frequent, such as a dry cleaner, bike shop, or bank to contribute \$25.

**\$500!**





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