



CHOC Children's® FOLLIES

FUNDRAISER TOOL KIT

March 27 | 28 2020 • ROBERT B. MOORE THEATER • CHOCFOLLIES.ORG



FOLLIES

ABOUT THE FOLLIES

The Follies is a beloved annual event for the whole family, performed exclusively by Orange County's talented civic society leaders who sing, dance and act to raise money for the CHOC Children's Hospital. "The Great CHOCsby" will take place at the Robert B. Moore Theater located on the campus of Orange Coast College in Costa Mesa on March 27 - 28, 2020.

For over 20 years, more than 1,500 cast members have entertained people in nearly 75 performances of the Follies, netting over \$10 million for CHOC Children's.



MENTAL HEALTH

One in every five children suffers from a mental health condition. That's more than 150,000 children in Orange County alone.

To combat these statistics, CHOC Children's, in partnership with committed organizations and community groups, has created an outstanding mental health system of care for children, teens and young adults throughout Orange County. The flagship program of this initiative is our new Mental Health Inpatient Center, which opened in April 2018 and serves children ages three to seventeen. The Center is the first of its kind in Southern California to accommodate children under 12 years old, and in its first year has already served over 900 children in need of specialized care.





FOLLIES

WHERE THE FUNDS GO



OVER 2 MILLION CHILDREN ACROSS 4 COUNTIES COUNT ON CHOC TO BE HERE WHEN THEY NEED US MOST - REGARDLESS OF THEIR FAMILY'S ABILITY TO PAY.

As a non-profit hospital, CHOC relies on community support to provide leading-edge care for infants, children, and adolescents close to home. All funds raised from the Follies go directly toward new programs and services in the hospital to continue conquering our mission to protect the kids in Southern California.

YOUR SPONSORSHIP DOLLARS AT WORK



Opened the Mental Health Inpatient Center ASPIRE Intensive Outpatient Program & broke ground on the Thompson Autism Center.



Provided \$52.1 million in uncompensated care for Southern California kids, regardless of their ability to pay.



FOLLIES

FOLLIES CHECK LIST

Organize

- Register as a cast member at CHOCFOLLIES.ORG

- Customize your personal page and goal in your Fundraising Dashboard

- Upload your email contacts and social media accounts so you can easily share your fundraising efforts with your friends and family

Recruit

- Ask friends and family to purchase tickets to watch you perform

- Spread the word by sending pre-crafted emails and social media posts straight from your Fundraising Dashboard

- Start recruiting supporters by donating to your fundraising page and showing your commitment to raising funds for CHOC

Fundraise

- Organize a restaurant fundraiser, garage sale, or game night (see ideas on next page)

- Create a Facebook Fundraiser through your Dashboard

- Partner with your business contacts and ask them to purchase a program ad

Prepare

- Add all rehearsals on the schedule to your calendar

- Bring cash or checks to our office to be sure to have enough funds in your account

- Mail funds to:
CHOC Foundation
1120 West La Veta Avenue, Suite 500
Orange, CA 92868



FOLLIES

GRASSROOTS FUNDRAISING IDEAS

Dine Out for Dollars



Partner with local restaurants to host a restaurant fundraiser. Invite friends to stop by during your scheduled window and the restauraunt will give you a percentage back.

Neighborhood Sales



Kickstart your spring cleaning and have a garage sale. Or host a baking night then have a bake sale at a community event. You could even sell water bottles at a local sporting event.

Office Mining



Ask your employer to help with your fundraising. Host a jeans day and ask employees to donate \$5 to wear jeans for a day.

Learning Local



Reach out to the business you frequent and ask them to support your fundraising efforts by making a donation or donating raffle times for fundraising and team recruitment.

Raise the Stakes



Host a game night at your house. Place all bets for CHOC and throw in some adult beverages and you'll reach your goal before you know it!

CHOC Celebrations



Have loved ones support your Follies fundraising by donating to your page as a gift for your birthday, graduation, or special milestone day.



FOLLIES

RESTAURANT FUNDRAISERS

Grassroots Fundraising Made Easy

Partner with local restaurants to host a benefit night for the CHOC Follies! Many restaurants will work with you to pick a time, create flyers, and donate a portion of the proceeds towards your cause. Host a few to kickstart your fundraising!



STEP 1: ASK

Reach out to your restaurant of choice. Pick a local favorite that is close to your work, church, school and let them know why you're fundraising for CHOC and the Follies.

**Tip: Some of our favorites include Chick-Fil-A (20%), CPK (20%), and Chipotle (33%).



STEP 2: PLAN

Work with the restaurant to pick a date & time and create a flyer for your fundraiser. Some places will provide you with a flyer template, otherwise be sure to include a clear date & time and your story!

**Tip: try to pick a time when as many of your contacts are available as possible.



STEP 3: PROMOTE

The most important step: get the word out and tell the world! Post on all your social media channels, create event pages, email the flyer to everyone you know, and bring printed copies to your job, club or community center. Then plan a lunch/dinner outing for you and your cast mates.



STEP 4: FOLLOW UP

After your event, follow up with the restaurant to make sure they have the CHOC mailing address and your name listed on the final check that will be sent directly to our offices. Then email chocfollies@choc.org to let us know where we should apply the funds as soon as they arrive.

Mail to: CHOC Children's (Attn: CHOC Follies), 1120 West La Veta Avenue Suite 500, Orange CA 92868

PRO TIP: Promotion & Quantity Are King!!

The most important ingredient is the outreach, so be sure to exhaust **EVERY** source of promotion you have. And if possible, try to throw a **few** restaurant fundraisers in order to maximize the amount of funds raised

CHOC Children's® FOLLIES

SOCIAL MEDIA FUNDRAISERS

Step 1:

To start your social media fundraising click on the Go Social Tab.



Welcome to My Fundraising Page
Zane Padilla

DASHBOARD MY PAGE EMAIL CONTACT BOOK SHARE REPORTS GO SOCIAL

Send Messages Schedule Messages Thank Donors Facebook Fundraiser Preferences

Step 2:

Next, choose the preferences tab and log into the social media platforms you wish to use

Send Messages Schedule Messages Thank Donors Facebook Fundraiser Preferences

Preferences

Below are the Social Channels that your account is connected with.
Click on the social icon below to get started.

  

Need help using the app?

Step 4a: Schedule Messages to thank/ remind your donors. Check off which messages and platform you prefer then click save.

[Get Started](#) [Schedule a Message](#) [Fundraise](#) [Facebook Fundraiser](#) [Preferences](#)

Schedule Messages

Make fundraising easy by scheduling messages to help you reach your goal. Select all messages or individual messages you want to schedule and the social channel you want to use.

Select All Messages Select Social Channel(s):    

<input type="checkbox"/> Tuesday weekly message I have raised \$0 for CHOC Follies and each day I am getting closer and closer to my goal of \$2500. You can support my efforts by making a donation today!	<input type="checkbox"/> New Donation Received I have raised \$0 for the CHOC Follies towards the goal of \$2500. Support me with a donation today!
<input type="checkbox"/> 60 days until the event Only two months until CHOC Follies. I need your support today!	<input type="checkbox"/> 30 days until the event 30 days and counting until this year's CHOC Follies. Support me with a donation or ticket purchase today!
<input type="checkbox"/> 15 days until the event Just 15 more days until this year's CHOC Follies. Can't wait on your support!	<input type="checkbox"/> 5 days until the event CHOC Follies is 5 days away. Just enough time for you to support my fundraising efforts!
<input type="checkbox"/> The day before the event Tomorrow is the big day! There's still time to support my fundraising for CHOC Follies.	<input type="checkbox"/> The day of the event Today I am excited to be participating in CHOC Follies and would appreciate your donation in support of my efforts! Wish me luck!
<input type="checkbox"/> The day after the event Thank you to everyone who donated to me for CHOC Follies. And for everyone else, it's not too late to give!	

Step 3:

Create a Facebook Fundraiser by choosing the Facebook Fundraiser. Simply click "Create a Facebook Fundraiser"

Send Messages Schedule Messages Thank Donors Facebook Fundraiser Preferences

Manage Facebook Fundraiser

✓ Create a Facebook Fundraiser linked to your personal fundraising campaign

② Share messages with friends in your network and start fundraising with Facebook

③ Manage your fundraising campaign from Facebook or event website and keep track of your fundraising progress

 CREATE A FACEBOOK FUNDRAISER

Step 4b: Personalize messages to thank/remind your donors. Choose which message and platform you prefer and then follow the prompts to send

Send Messages Schedule Messages Thank Donors Facebook Fundraiser Preferences

Send Messages

Start fundraising today! Connect with family & friends through various social channels. Just click on the message title, select the social channel you would like to send the message(s) through, and then click "Share".

Fundraise

You can make a difference    

Please support CHOC Follies

Help me reach my goal

Donation Ask Follow-up

I've made it!