



Presented by
Disneyland
RESORT

FUNDRAISER TOOL KIT



SUNDAY, AUGUST 20, 2023 | *DISNEYLAND*® RESORT | CHOCWALK.ORG

Walking for kids since 1990

Saturday, November 10, 1990, was an important day for CHOC. On this milestone day, the inaugural CHOC Walk stretched over five miles, starting at Main Place Mall in Santa Ana, past CHOC Children's and through neighborhoods, wrapping up in the parking lot at Disneyland® park. Over the next dozen years, the Walk grew and followed different routes.

In 2002, the fundraising event returned to "The Happiest Place on Earth" and was transformed into "CHOC Walk in the Park," presented by Disneyland® Resort. Over its 31-year history, the event has raised more than \$42 million for Orange County's only pediatric healthcare system. The 5k event also has the distinction of being one of the largest and most unique pediatric fundraisers in the nation, and remains a favorite destination event among Southern California residents (and beyond).



2023 CHOC Walk Ambassador



HUDSON KENT TEAM HHK

In March 2011, Hudson was diagnosed with kidney cancer at the age of 15 months. With the amazing care that he received at CHOC, he successfully underwent four surgeries and six months of chemotherapy before the age of 3. CHOC not only took care of Hudson, but also our whole family by being patient, kind, understanding, and simply just being present for us.

We are now proud to say that Hudson is 11 years free of cancer! CHOC's child-centered approach allowed Hudson to look forward to his check-ups and appointments, especially with his favorite doctor, Dr. Rubin.

-The Kent Family: Eby, Mark, Troy, Hudson & Cole

Read full story [here](#).

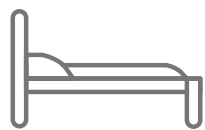
CHOC at a Glance

CHOC improves the health and well-being of children through clinical expertise, advocacy, outreach, education and research. With compassionate experts in countless care specialties, we preserve the magic of childhood. CHOC is there for families every step of the way along their journeys to wellness, allowing kids to get back to being kids.

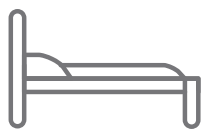
>250,000

Children cared for annually

2 HOSPITALS



334 beds
CHOC Hospital
in Orange



54 beds
CHOC at Mission
Hospital



Heart



Research



Orthopaedic



Neurology/
Neurosurgery



Oncology

YOUR DOLLARS AT WORK



NEW SOUTHWEST
TOWER*



FETAL CARE
CENTER*



WELLSPACES*

**Click to learn more about the program*

Power in Numbers

Creating a team allows participants to join forces with friends, family and coworkers. Each year, over 400 teams come together to protect the kids in our community. Teams account for over 60% of the funds raised each year. Show your pride by making team t-shirts!

GRATEFUL FAMILY



With a direct connection to a patient treated at CHOC, teams bring family and friends together to walk.

CORPORATE



Employees join forces to promote a culture of giving and provide an opportunity for employee engagement.

COMMUNITY



School clubs, religious groups, or other organizations join together to give back and support their community.

CHOC AFFILIATE



Associates and volunteers walk to honor their commitment to CHOC and the departments they support.

CHOC Walk Checklist

GET STARTED

- ☒ Register as an individual or as a team at chocwalk.org*
- ☒ Log in to your Fundraising Dashboard and customize your personal fundraising page, fundraising goals, and fundraising page URL
- ☒ Upload your email contacts and connect your social media accounts for easy outreach

**Tip: use the same email to link your account year after year!*

ADVERTISE

- ☒ Ask your friends, family, and co-workers to join your team
- ☒ Post on social media to spread the word*
- ☒ Start by donating to yourself to show your friends and family you're committed to the cause

**Tip: Use the pre-crafted messages in your Fundraising Dashboard*

FUNDRAISE

- ☒ Start early!
- ☒ Ask *everyone* you know to donate to your personal fundraising page
- ☒ Engage your community - organize a restaurant fundraiser, garage sale, game night, etc.
- ☒ DOUBLE your impact, by asking donors to submit for a matching gift with their company

PREPARE

- ☒ Pick up your event wristband at South Coast Plaza during event check-in on 8/18 - 8/19
- ☒ Drop off cash & checks at check-in to ensure you've reached the minimum to attend
- ☒ Arrive early on event day to enjoy free parking and secure a good spot for opening ceremony on Main St. U.S.A.

Fundraising Made Easy

If you don't ask, the answer is always no!

PERSONAL ASKS

A personal ask is simply asking for a donation via letters, emails, text, or verbally over the phone or in person. Ensure your messaging is sincere and compelling! Share WHY you are so passionate about fundraising for CHOC, the goal you're trying to reach, and a deadline for donations. Don't forget to share your personal fundraising link in every message you send!

➔ [Craft the perfect personal ask letter](#)

FUNDRAISING EVENTS

Events are a fun way to spread awareness and raise funds in your community. Plan ahead, choose your audience and promote **early**, strategize revenue opportunities and keep your costs low!

- [Restaurant Nights](#) - such as Chipotle or Panda Express
- Neighborhood Sales - lemonade stand, yard sale, car wash
- Sport Tournament - softball, bowling, kickball, etc.
- Workout Class - cycling, yoga, cross-fit, etc.
- Adult Events - happy hour or wine tasting
- Zoom Events - cooking class, trivia night, etc.
- Services - dog walking, lawn care, baby sitting, etc.
- Celebrations - birthdays, graduations, or other special milestones



CORPORATE INVOLVEMENT

Engage the company you work at, inspiring colleagues to support the mission.

- [Matching Gifts](#) - *quickest & easiest way to DOUBLE your impact*
- Dress down/ jeans day
- Company lunch - taco Tuesday, food truck, etc.
- 50/50 raffles

➔ [View full list of Corporate Fundraising ideas](#)

Other Important Information

EVENT DETAILS

Date:

Sunday, August 20, 2023

Time:

Early morning before Park hours (timing TBC)

Location:

Disneyland® Resort

Parking:

Free in designated *Disneyland® Resort* parking locations. *No tram service available*

CONTACT INFORMATION

Email:

support@chocwalk.zendesk.com

Phone:

714-503-8184

Mailing Address:

(Attn: CHOC Walk) 1201 West La Veta Avenue, Orange, CA 92868

Check/Cash Drop-off:

Contact CHOC Walk Staff to schedule a time to visit Foundation Office

Social Media:

@chocfoundation

#chocwalk

