



Presented by
Disneyland
RESORT

FUNDRAISER TOOL KIT



SUNDAY, JULY 21, 2024 | [DISNEYLAND® RESORT](https://www.disneyland.com) | [CHOCWALK.ORG](https://www.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 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 32-year history, the event has raised more than \$44 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).



2024 CHOC Walk Ambassador



KARA NGUYEN

TEAM SUPER KARA & FRIENDS

“After Kara was born, we only got to hold her for a brief moment before we were told that her breathing was irregular and there may still be excess fluid in her lungs. Soon after, the NICU team came into our room, wheeling in an enclosed mobile infant incubator. All this happened so quickly that within 10 minutes after her birth, we were separated. We don’t know what would have happened on that fateful day, had we not delivered next to CHOC.

Kara was diagnosed with Respiratory Distress Syndrome and early-onset neonatal sepsis and spent exactly one week and one hour in the NICU. Being first-time parents, we never imagined that something so precious and long waited for could be taken away from you so quickly. We have since, never taken our daughter for granted. Now she’s 12 years old and thriving.”

Read full story [here](#)

-The Nguyen Family

Power in Numbers

Creating a team allows participants to join forces with friends, family and coworkers. Each year, over 300 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 [event check-in](#) on 7/19 - 7/20
- ☒ 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](#)

Incentive Packages



\$125 CHOC Walker

CHOC Walk wristband (admission to event).
CHOC Walk in the Park commemorative t-shirt.



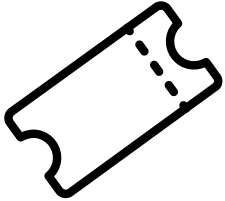
\$200 CHOC Walk Pin

CHOC Walker items plus:
CHOC Walk in the Park commemorative lapel pin.



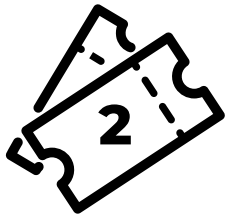
\$350 CHOC Walk Day

CHOC Walk Pin items plus:
CHOC Walk in the Park commemorative medallion & lanyard.
(1) *Disneyland® Resort Park Hopper®* ticket valid on **day of event only** (7/21/24) to use after CHOC Walk.



\$650 Disneyland® Resort Fun

CHOC Walk Day items plus:
(1) *Disneyland® Resort Park Hopper®* ticket to be used on a later date - reservations not included; **not valid for use on event day** (7/21/24).



\$1,000 Double the *Park Hopper®* Fun

CHOC Walk Day items plus:
(2) *Disneyland® Resort Park Hopper®* tickets to be used on a later date - reservations not included; **not valid for use on event day** (7/21/24).



Additional Prizes

Visit our [Incentive Package page](https://chocwalk.org/incentives) on chocwalk.org to view all higher prize packages, including additional *Disneyland® Resort Park Hopper®* tickets, hotel stays, and more!

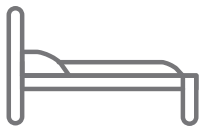
CHOC at a Glance

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

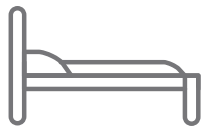
Children cared for annually

2 HOSPITALS



334 beds

CHOC Hospital
in Orange



54 beds

CHOC at Mission
Hospital



Heart



Research



Orthopaedic



Neurology/
Neurosurgery



Oncology

YOUR DOLLARS AT WORK



24/7 Pediatric
Advice Line



Resident Dog
Program



Art and Music
Therapy

[Learn more about the programs](#)

Other Important Information

EVENT DETAILS

Date:

Sunday, July 21, 2024

Time:

Early morning before Park hours
(timing TBA)

Location:

Disneyland® Resort

Parking:

Free in designated *Disneyland®*
Resort parking locations.

CONTACT INFORMATION

Email:

chocwalk@choc.org

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

