

# Fundraising Toolkit

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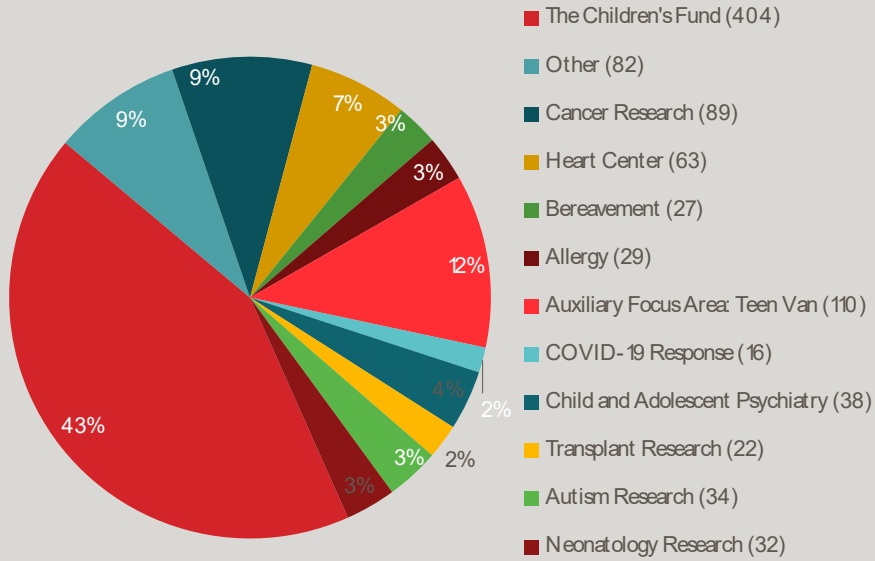


Summer Scamper 2023 Patient Hero  
 Iliana Mendoza, fetal surgery patient.



Iliana had a cutting-edge in utero surgery to save her from serious limitations later in life after being diagnosed with spina bifida.

In 2022, supporters like you raised more than \$618,000 through Summer Scamper for patients and families at Lucile Packard Children's Hospital Stanford. Your participation in Scamper this year can help even more children.



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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.



**40%**

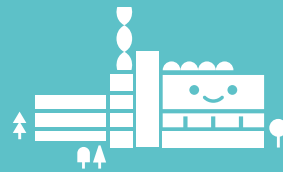
of patients and families at Lucile Packard Children's Hospital Stanford receive financial assistance, thanks to community support.

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



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Our hospital expansion opened in 2017, adding 521,000 sq. ft. of building space, 149 patient beds, and 6 new surgical suites.



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

Our Transplant Center is **#1 in the Western US**

for pediatric transplant volume with top patient outcomes.



**People**

Medical Staff: 768+  
Employees: 4,889  
Volunteers: 575

**100%**  
of gifts donated to the hospital benefit patients and families in our care.

Our network provides care for more than

**580,000**  
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 2019, our patients came from 50 states in the U.S., and 47 countries around the world.



Last year, our Johnson Pregnancy and Newborn Center delivered

**4,400+**  
**babies.**

In 2018, more than 38,000 patients received a visit from a child life specialist.

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# Get Started

Become a Scamper fundraising superstar!



## STEP 1: Register

Scamper in-person or in-place, and invite your friends to race with you. Visit [SummerScamper.org](https://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: Scamper with us on June 25

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

# Fundraising Impact

We know you Scamper to help children and families in our community get the best care possible, but prizes are cool, too! For every \$100 you raise on your personal Scamper fundraising page, you'll receive an entry to win our Grand Prize!

Your Total	Your Impact	Your Prize
\$100	 <p>Antibiotic Infusion A \$100 donation could cover the cost of two antibiotic infusions at the Bass Center for Childhood Cancer and Blood Diseases.</p>	<ul style="list-style-type: none"><li>• One entry for our Grand Prize Drawing</li></ul>
\$500	 <p>Blood Tests A \$500 donation could cover the cost of two comprehensive blood tests.</p>	<ul style="list-style-type: none"><li>• Five entries for our Grand Prize Drawing</li></ul>
\$1,000	 <p>Vaccines for at-risk kids The Teen Health Van has made more than 15,000 visits to underserved youth. \$1,000 could cover four months worth of vaccines.</p>	<ul style="list-style-type: none"><li>• 10 Entries for our Grand Prize Drawing</li></ul>
\$2,500	 <p>Mobiles Raising \$2,500 could provide a five-month supply of mobiles for our finest patients.</p>	<ul style="list-style-type: none"><li>• Scamper banner with your team name at the Start/Finish Line</li><li>• 25 Entries for our Grand Prize Drawing</li></ul>
\$5,000	 <p>Mobile Entertainment \$5,000 could provide a new mobile entertainment unit equipped with video games to provide patients a fun distraction.</p>	<ul style="list-style-type: none"><li>• VIP race day parking</li><li>• 50 Entries for our Grand Prize Drawing</li></ul>
\$10,000	 <p>Art Therapy Put patients in the Bass Cancer Center at ease by stocking the Art Cart for one year.</p>	<ul style="list-style-type: none"><li>• VIP race day parking</li><li>• 100 Entries for our Grand Prize Drawing</li></ul>

# 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 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.

# 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.

**Customize your URL** to your personal 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 **#SummerScamper2023** 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](https://Facebook.com/PackardSummer)

 [Instagram.com/SummerScamper](https://Instagram.com/SummerScamper)

 [SummerScamper.org](https://SummerScamper.org)

 [RaceInfo@SupportLPCH.org](mailto: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**:



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 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

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!) [#Scamper2019](#) Donate: [my.SupportLPCH.org/Kanoa](#)



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! [#Scamper2019](#)



Post-Event



# Sample Fundraising Letter

Dear Aunt Kathy,

Scamper is back! For the fourth year, I am participating in [Summer Scamper](#). On Sunday, June 25, I will run a 5k to raise awareness and support for Lucile Packard Children's Hospital Stanford—and you can help!

As a not-for-profit hospital, Packard Children's Hospital 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 Hospital.

Your gift will help more kids like Ben get the life-saving 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:

Allergy and Asthma Research

Cancer Research

Center for Autism and Related Diseases

Child and Adolescent Psychiatry

Children's Heart Center

Family Guidance and Bereavement

Neonatology Research

Transplant Research

Auxiliaries: Teen Van

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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 [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 our hospital's highest ongoing priorities)!

You can still help me reach my fundraising goal and give more children and families the life-saving 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

## More people you know

Dear Mr. Rogers,

Thank you for supporting my participation in [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 life-threatening food allergies.

Your support helps our 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

Florist  
Former classmates  
Friends of your family  
Golf instructor  
Grandparents  
Insurance agent  
Interior decorator  
Landscaper  
Lawyer  
Manicurist  
Members of your hobby groups  
Members of your religious groups  
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  
Sports teammates  
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: Advancement 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](mailto: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!**