



Presented By
Knott's
BERRY FARM®

Fundraiser Tool Kit



Sunday, March 15, 2020 • Knott's Berry Farm
sldcwalkyourway.org



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WHERE THE FUNDS GO

SLDCWALKYOURWAY.ORG



Over 300 children and adults across 4 counties count on the education, support and therapies at SLDC

As a non-profit school and therapy center, SLDC relies on community support to provide leading care for our toddlers, children, adolescents and adults. All funds raised at Walk Your Way go directly towards supporting equipment, technology, and community activities to continue to conquer our mission of helping each student reach their maximum potential.

YOUR DOLLARS AT WORK



Invested in technology and educational tools, including flexible seating, to allow our students to have all they need to learn.



Provided off campus field trips to Knott's Berry Farm and local swim club for students to gain community experience.



Funded school experiences like Prom, Graduation, Senior Ditch Day and Homecoming to ensure our students have access to all school has to offer.



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WALK TEAMS

SLDCWALKYOURWAY.ORG

Teams are a powerful force in reaching our goals for Walk Your Way. Each year, over 100 family, community, corporate and SLDC friend teams join forces to walk through Knott's Berry Farm raising money to support education and therapy at SLDC.

Teams account for over 75% of the funds raised each year for Walk Your Way!

TEAM TYPES

FAMILY AND FRIENDS



Walk Your Way is a family friendly event open to everyone wanting to support those with disabilities.

Invite your family and friends to come out and walk with you to show your support.

COMPANY/VENDOR



Employees from companies of all sizes can make a difference and promote volunteerism at Walk Your Way- company matches get you closer to incentives too!

Having a company team is a great way to promote your support to the community and at the same time have a family friendly event for your staff!



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WALKER CHECKLIST

SLDCWALKYOURWAY.ORG

ORGANIZE

- Register to walk as an individual or as a team at www.sldcwalkyourway.org
- Customize your personal page and goal in your fundraising dashboard
- use our email templates to send info to your contacts

RECRUIT

- Ask a friend to walk with you or join your walk team
- Engage family, friends, and colleagues to join you
- Start recruiting supporters and walkers by first donating yourself to show your commitment.

FUNDRAISE

- Organize a restaurant fundraiser, garage sale or game night
- Set an aggressive but achievable goal
- Ask for donations in multiple ways- social media, phone calls, in-person asks. Ask multiple times. Don't be shy!

PREPARE

- Pick up your t-shirts, incentives, and wrist bands on 5/13 at SLDC.
- You can bring cash or checks to the office to add to your total.
- Get to Knott's early on event day to warm up with Snoopy at 8:00 AM!



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FUNDRAISING IDEAS

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Dine Out for Dollars



Partners with a local restaurant to host a fundraiser. Invite friends and family to stop by and get a percentage of the sales!

Office Mining



Host a jeans day and have staff donate \$5 to wear jeans- or donate their coffee funds. Don't forget to ask about a company match!

Raise the Stakes



Host a game night at your house! All bests go to SLDC and you'll reach your goal before you know it.

Neighborhood Sales



Kickstart your spring cleaning and have a garage sale. Or Host a baking night and then have a bake sale at work or church.

Leaning Local



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

Celebrations



Have loved ones support your walk team by donating as a gift for your birthday or special milestone.



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INCENTIVES SLDCWALKYOURWAY.ORG

New This Year!

Character Breakfast

Reach fundraising levels by a certain date and get you and up to 3 registered teammates into our **Peppermint Paddy Pancake Breakfast!**



Raise	By
\$450	2/21/20 or
\$750	3/6/20 or
\$1,000	3/13/20

And you are in!

Every walker receives a 2020 event medal and a slice of Knott's Boysenberry Pie! Raise funds for fun prizes and experiences!

