

Fundraiser Toolkit

**summer
scamper**



PRESENTED BY
GARDNER CAPITAL

Children's Health

When you Scamper, you're joining a community united in racing toward a singular big goal: to transform the health and well-being of children and their families throughout the San Francisco Bay Area and beyond.



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.

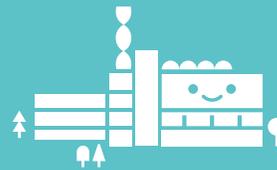


43%

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

Our network provides care for more than **667,000** patient visits a year.

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 Bass Center for Childhood Cancer and Blood Diseases offers **120+** clinical trials.



Our Betty Irene Moore Children's Heart Center performs **700+** open heart surgeries each year.

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

In 2023, more than **43,000 patients** received a visit from a child life specialist.



Our Stanford Medicine Children's Health network offers care at 65 Bay Area locations.

In 2023, our patients came from **50 states in the U.S., and 44 countries** around the world.



Last year, our Johnson Pregnancy and Newborn Center delivered **4,639 babies.**

Get Started

Become a Scamper fundraising superstar!



STEP 1: Register

Register and invite your friends to race with you. Visit SummerScamper.org to get started!



STEP 2: Fundraise

Personalize your Scamper fundraising page with your own story and photos. Then share your page with friends, family, and network.



STEP 3: Scamper with us on June 23!

When you fundraise for Summer Scamper, you can earn cool prizes as you reach every milestone!

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 (or Up) Days

Get your workplace or school involved! Designate a certain day or week, and ask for donations to dress casually or dress to a specific theme.



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.

Donate to your own fundraising page to jump start progress before reaching out to friends and family on 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 **#SummerScamper2024** 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/LucilePackardFoundation

 Instagram.com/LucilePackardFoundation

 SummerScamper.org

 Scamper@LPFCH.org

Sample Fundraising Message

Your friends, family, and broader network can be some of your most dedicated supporters as you try and reach your Scamper fundraising goal. Below is some sample language you can use to reach out to your network to ask for donations. **Pro tip: Adding your personal ‘Why’ will make your outreach extra meaningful!**

Hi Brady!

I am supporting children and families at Lucile Packard Children’s Hospital Stanford by participating in Summer Scamper. On Sunday, June 23, I will Scamper to raise awareness and support for kids and families needing expert and specialized pediatric care—and you can help!

Will you join me in helping ensure healthier, happy lives for more children and families? Visit my Scamper fundraising page to make a gift—donating online is easy and secure.

Every dollar makes a difference! 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.

With gratitude,

Your Name

Your Scamper Team Name

Sample Thank You Letter

Thanking your donors is an important part of getting to your Scamper fundraising goal! After someone makes a gift to your Scamper fundraising page, you should reach out to them with a quick note of appreciation. This could be as simple as a text or direct message, or you could send a more formal email or thank you card.

Hey - thanks for donating to my Scamper page! I'm closing in on my goal thanks to you!

Hey Brady - Thank you for helping me get closer to my fundraising goal for Summer Scamper!

Your donation helps 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!

To find these message templates and other resources, visit us at SummerScamper.org

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: _____

Team name (if applicable): _____

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 Scamper@LPFCH.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!