

Message Templates

**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.



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

Team Captains: Sample Recruitment Message

Hi Brady!

This year, I am supporting children and families at Lucile Packard Children's Hospital Stanford by participating in [Summer Scamper](#).

On Sunday, June 23, my team, Team Awesome, will come together to race toward a singular big goal: to transform the lives of kids and their families throughout the Bay Area and beyond!

If you are unable to attend Scamper, you can still help by donating directly to the Team Awesome page or my personal 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,

Team Captain Tip: Food Trucks

Invite a food truck to your office, and ask that a percentage of sales are donated

Team Captain Tip: Foster Friendly Competition

Create departmental challenges on your corporate team.

Team Captain Tip: Double your Donation

Ask your HR department if your company matches charitable donations.

Team Captain Tip: Create Team T-Shirts

Ask a local shop to donate the shirts, or donate their proceeds to your team's Scamper page.

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

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