



**summer
scamper**

**5k, kids' fun run
& family festival**

LEAD SPONSOR **Stanford Federal Credit Union**

Hospital Team Member Toolkit

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



Sadie

Lung transplant recipient

Walk or run to support
care for kids like Sadie!

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%

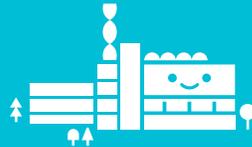
of patients and families at Lucile Packard Children's Hospital Stanford receive financial assistance, thanks to community support.

Our network provides care for more than

700,000
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.

100%

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

Our Bass Center for Childhood Cancer and Blood Diseases offers

120+
clinical trials.

In 2023, more than **40,000 patients** received a visit from a child life specialist.



Our Betty Irene Moore Children's Heart Center performs

600+
open-heart
surgeries
each year.



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

In 2024, our patients came from **46 states and 35 countries** around the world.



Last year, our Johnson Center for Pregnancy and Newborn Services delivered

4,865
babies.

Getting Started

Become a Scamper fundraising superstar!

STEP 1: Register



Sign up, and invite your friends and family to join you! Visit SummerScamper.org to get started.



STEP 2: Fundraise

Make your Scamper fundraising page your own—share your story, add photos, and spread the word to friends, family, and your entire network. Every dollar makes a difference!



STEP 3: Scamper with us on June 21!

Lace up and join us on event day to celebrate your impact! Every step you take helps kids and families—and as you fundraise, you'll earn exciting prizes along the way.

Fundraising Rewards



Team Incentives

\$1,500+ Raised

Your team will receive a custom team banner to proudly display on event day!

Deadline: Monday, June 15 at 8 a.m.

Top Performing Team Perks

Top fundraising teams will enjoy exclusive perks on event day:

- ★ On-Stage Recognition – Be honored during the Celebration Ceremony on event day.
- ★ VIP Breakfast Invitation – Top teams will be invited to an exclusive pre-5k breakfast.
Access to the VIP Breakfast will be awarded using fundraising totals at 11:59 p.m. on Friday, June 19. The Team Captain will be notified Saturday, June 20, by 10 a.m. with an invitation to join us at 7:30 a.m. on event day!
- ★ VIP Parking – Enjoy hassle-free arrival with priority parking.



Fundraising Ideas

Make fundraising fun, easy, and impactful with these ideas—or come up with your own!



Move for a Cause

Turn your training into a fundraiser! Set a challenge—walk or run 100 miles in 30 days—and have friends and family pledge donations for your progress.



Bake Sale or Lemonade Stand

A classic and effective way to fundraise! Sell homemade treats or drinks in your neighborhood, workplace, or at an event, and donate the proceeds to your 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.



Go Digital

Include a link to your personal Scamper fundraising page in your email signature and share your story on social media.



Gift Match

Double your efforts! Many companies will make matching gifts. Speak to your HR department to learn the details, or visit LPFCH.org/Match and search for your employer's program and instructions.



Social Media Challenge

Start a fun challenge, tag friends, and encourage them to participate or donate. *Example: Run in a fun costume, do push-ups for donations, or share why you Scamper!*

Social Media Tips

Share your story! Why do you Scamper? Whether you're a patient family, hospital team member, volunteer, or community supporter, sharing your personal connection makes a powerful impact.



Use Engaging Photos

A fun photo or a quick video (15-30 seconds) explaining why you Scamper can help bring your story to life and make all the difference.

Be Specific With Your Ask

Don't just share your link—tell people how they can help! Example: "I'm just \$50 away from my goal! Will you help me get there?"

Keep It Short & Personal

Make your post concise and heartfelt. Let people know why you're fundraising and how their support will make a difference.

Use Instagram & Facebook Stories

Stories get higher engagement than regular posts! Use them for countdowns, donation milestones, or quick shout-outs to donors.

Post Fundraising Updates

Keep your supporters in the loop! Share progress updates, countdowns, or donation challenges. Ex: "If I get 5 donations today, I'll wear a fun costume on Race Day!"





Tag & Thank Your Supporters
 Tag friends and family when you:

- Ask for donations
- Thank those who give
- Celebrate fundraising milestones

Thank those who give.

Celebrate fundraising milestones.

Tagging boosts your post's visibility and makes donors feel extra special!

Make Your Fundraising Link Easy to Find
 Pin your fundraiser link to the top of your social media profiles or add it to your Instagram bio for easy access.

Ask for Shares, Not Just Donations
 Not everyone can donate, but they can help by sharing your fundraising page with their network. A simple ask like "Even if you can't donate, sharing this post helps so much!" can go a long way.

Use Scamper Hashtags
 Boost awareness and connect with the Scamper community!
 Use #SummerScamper2026 and #WhyWeScamper in your posts.

Follow and tag us on:

 [Facebook.com/LucilePackardFoundation](https://www.facebook.com/LucilePackardFoundation)

 [Instagram.com/LucilePackardFoundation](https://www.instagram.com/LucilePackardFoundation)

 [TikTok.com/@ForChildrensHealth](https://www.tiktok.com/@ForChildrensHealth)

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

Sample Fundraising Message

Your friends, family, and broader network can be some of your most dedicated supporters as you work toward your Scamper fundraising goals. Below is a sample message you can use to ask for donations.

Pro tip: Adding your personal ‘Why’ will make your outreach even more meaningful!



Hi Brady!

I'm excited to be participating in Summer Scamper on Sunday, June 21, to support children and families at Lucile Packard Children's Hospital Stanford—and I'd love your help!

I'm fundraising to ensure kids receive the best possible care, life-changing treatments, and support for programs that support the whole child and family during a hospital stay. Every dollar makes a difference in helping families when they need it most.

Would you consider making a gift to support my Scamper fundraising efforts? Donating online is quick, easy, and secure. You can make a gift to my personal Scamper page here: [insert your fundraising page link]

Here's what your donation can do:

- ♥ \$30 provides a coping kit for a child facing a difficult procedure.
- ♥ \$60 funds a week of vaccines or antibiotics for the Teen Health Van.
- ♥ \$110 provides a session of pain management services for a child.
- ♥ \$525 covers two comprehensive blood tests.

Together, we can help more kids receive the care they deserve. Thank you for being part of this mission with me!

Thank you in advance for your generosity.

With gratitude,

Your Name

Your Scamper Team Name (if applicable)

Patient Family – General Email Outreach



Subject line: Join Us for Summer Scamper - A Celebration for Patient Families!

Dear [Name],

I'd love to invite you and your family to be part of this year's Summer Scamper, happening Sunday, June 21 on the Stanford campus!

Summer Scamper is a 5k walk/run, Kids' Fun Run, and Family Festival that brings together patient families, care teams, and the wider community for a joyful day of connection and celebration. Whether you'd like to run, walk, or simply enjoy the festival activities, it's a special opportunity to come together and celebrate the Lucile Packard Children's Hospital Stanford community.

There will be fun for all ages—activities, entertainment, food, and the chance to connect with other families and care providers in a relaxed, supportive setting.

If your family would like to participate and join our fundraising team, you can register now at [team page link].

I hope to see you and your family at Scamper!

Warmly,

[Your Name]

[Your Scamper Team Name] (if applicable)

General Internal Recruitment Email



Subject: Join the [Team Name] Team at Summer Scamper!

Hi [First Name],

I wanted to personally invite you to be part of this year's Summer Scamper, our hospital's largest community fundraising event of the year, happening on Sunday, June 21!

Summer Scamper is a 5k walk/run, Kids' Fun Run, and Family Festival that takes place annually on the Stanford campus. It's a special day that brings together care teams, patient families, and supporters for a shared celebration of community and impact. Whether you join us in person on race day or participate virtually, you can be part of the [Team Name] Team and help fundraise for the patients and families we serve.

Here's how to get involved:

1. Join the [Team Name] Team: Sign up at [team link] and use promo code **SCAMPER26** to save \$5 on registration!
2. Choose how you Scamper: Attend in person on June 21 or register as a virtual participant and support the team from wherever you are.
3. Fundraise & Make a Difference: After registering, you'll receive a personal fundraising page to share with friends and family. Every dollar raised supports hospital programs and services that directly benefit our patients.

Whether you're walking, running, fundraising, or just showing up to cheer, your participation helps make a real impact. Let me know if you have any questions or would like help getting started—I'd love to Scamper with you this year!

Warmly,

[Your Name]

Sample Thank You Letter

Saying thank you is an essential part of your Scamper fundraising journey!

A heartfelt thank-you makes donors feel appreciated and more likely to support you again. Whether it's a quick text, a formal email, or handwritten card, every thank-you counts!

Hey—thank you so much for donating to my Scamper fundraising page! Your support means the world to me and is helping kids and families receive the care they deserve. Together, we're making a real difference! If you want to keep helping, you can share my fundraiser with your friends and family! [enter fundraising link]



Subject line: Thank You for Your Support!

Hi [Name],

I can't thank you enough for supporting my Summer Scamper fundraising efforts! Your generosity is helping provide world-class care for children and expectant mothers, sustain programs not covered by insurance, and advance groundbreaking research to improve kids' health worldwide.

Together, we're making a real difference! If you want to keep helping, you can share my [enter fundraising link] with your friends and family!

To see how your donation is helping or register for Summer Scamper, visit SummerScamper.org.

Thank you!

With gratitude,

[Your Name]

[Your Scamper Team Name (if applicable)]

Other Ways to Scamper: Host a Booth at the Family Festival!

You and your team are part of what makes Summer Scamper a special day for kids and families! In addition to fundraising and participating in the 5k, hospital care team members, departments, and programs at Stanford Medicine Children's Health are invited to host a booth at Summer Scamper's Family Festival.

Why Host a Booth?

- ★ Celebrate your team's impact by showcasing your department or program.
- ★ Engage with Scamper participants and share how funds help kids and families.
- ★ Make it interactive! Set up an activity, display, or giveaway to make your booth fun, educational, and engaging for families.

How to Register Your Booth:

Email us at Scamper@LPFCH.org to sign up your team's booth for this year's Family Festival or visit SummerScamper.org. Spots are limited, so be sure to register as soon as possible!

Need Help?

Have questions or want support to maximize your Scamper experience? Reach out to us at Scamper@LPFCH.org for coaching calls and event support. We're here to help!



Offline Donation Form

Although fundraising online is the preferred, fastest, and easiest way to receive donations, 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 up to five business days for your offline donation to appear on your page.

Thank you for your support!