

Phoenix Children's Hospital



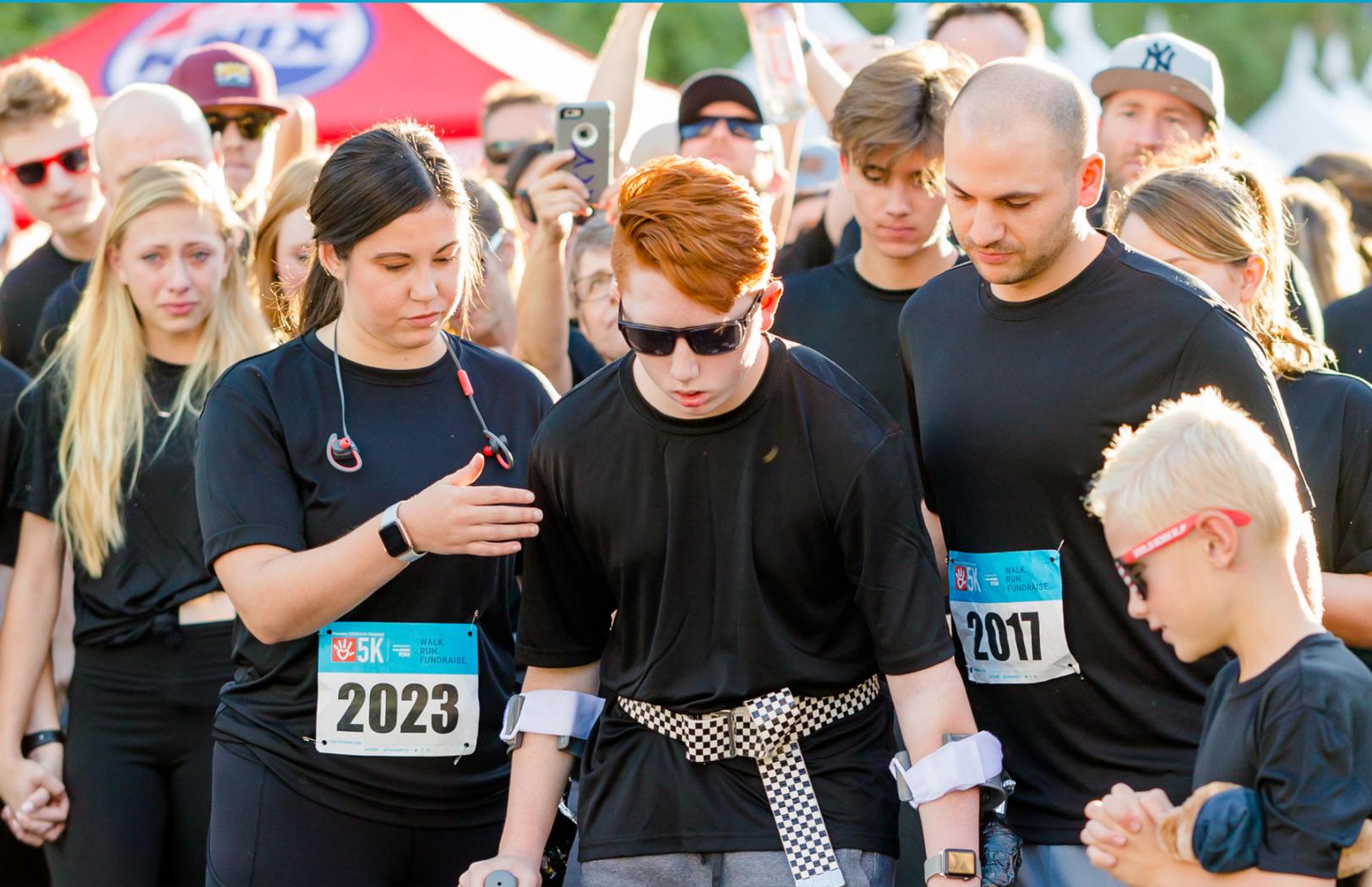
5K

&

THE JOINT  
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KIDS' DASH

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**Participant Guide**

**WALK. RUN. FUNDRAISE.**

**REGISTER @ PCH5K.ORG**

**#PCH5K**

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**Thank You To Our Sponsors**





## A Message From Phoenix Children's

Thank you for participating in the 2021 Phoenix Children's Hospital 5K and Kids' Dash! After hosting our first-ever virtual PCH5K last year, we're excited to offer options for both in-person and virtual participation this year.

No matter how you choose to participate, your fundraising efforts will have a very real impact on our patients and their families. The PCH5K benefits the Hope Fund, a critical source of funding for the hospital's areas of greatest need. The money you raise will help us respond immediately to urgent needs, meet new challenges as they arise and take advantage of new opportunities.

Phoenix Children's is committed to providing world-class pediatric health care, but we can't do it alone. We rely on our generous supporters to ensure that we have the resources necessary to provide the very best medicine has to offer. As you work toward your fundraising goal, you can take great pride in knowing that your efforts will make a big difference for sick and injured kids and their families.



# HOW TO PARTICIPATE

As we transition back to live events, the safety of our participants remains top priority. That's why we invite you to participate in the sixth annual Phoenix Children's Hospital 5K your way! Join us in person or virtually and FUNdraise your way to the finish line.

## IN PERSON

Lace up your sneakers and join us on Saturday, October 2, in downtown Phoenix. Stop by the festival located near the start/finish line at Wesley Bolin Memorial Plaza and get your hands on some cool sponsor swag.

## VIRTUALLY

Whether you want to walk, run or ride, participating virtually can be anything you want it to be! Run on a treadmill, take a family walk with your four-legged friend through your neighborhood, ride a bike or scooter to your local park or create a backyard obstacle course. Do whatever feels most comfortable, and do it for a patient at Phoenix Children's.



**Run. Walk.** Strap up those laces and head to the starting line. Fast and furious or slow and steady—you decide!



Stroll in style! Decorate your stroller and grab the neighbors for a community **stroller parade!**



**Bike the day away!** Ride solo or invite your friends to join. Pack a snack and go the distance.

## The Joint Chiropractic Kids' Dash

Don't let your kiddos miss out on the fun! Sign them up for The Joint Chiropractic Kids' Dash and watch them sprint to the finish line. Participating virtually this year? Get creative and use chalk, flags, jump ropes, lawn chairs or whatever you have on hand to mark the start and finish lines of your customized Kids' Dash course.

The Kids' Dash is open to children 12 and under. All on-site participants receive a Kids' Dash medal.



Phoenix Children's Hospital



CONNECT WITH US  
@friendsofpch | #PCH5K | PCH5K.org

# CORPORATE ENGAGEMENT

## FIND YOUR COMPANY'S PURPOSE WHILE IN THE OFFICE OR REMOTE

Miss seeing your coworkers in the lunchroom? Feel like you and your fellow employees are missing out on essential interoffice communication in this new remote work environment? Starting a Phoenix Children's 5K team for your organization is the perfect tool to help reengage with your colleagues! Through participation in fundraising, as well as any creative ways you choose to get involved in person or virtually, your work family will have new and lively ways to connect with one another, all while supporting the patients and families at Phoenix Children's Hospital. By aligning your company with Phoenix Children's, customers will see your commitment to inspiring hope and healing for your community.

### TOP WAYS THAT AMERICANS FEEL COMPANIES SHOULD DEMONSTRATE THEIR PURPOSE



## MOTIVATE. ENGAGE. CONNECT.



Get the word out to your company that you are starting a team for your organization! This can be through email, company newsletter, company messaging platforms, social media or wherever you connect with your coworkers.



Host a team kickoff to announce the team to your organization and invite team members to join weekly team rallies where you will give updates on challenges and any new announcements. Get creative and set a theme for your team to help members feel more engaged!



Create some challenges to share with your team to help promote healthy competition between departments, teams and colleagues. Sweeten the deal by securing internal incentives (e.g., premium parking spot, extra vacation day, pizza party for top fundraisers).



If you are comfortable with safe socially distanced hangouts, get together with your officemates to collaborate on a creative way to celebrate together. Meet up in your office parking lot or local park for a tailgate. Communicate with your leadership team in order to identify your 5k festivities as a company team-building event.



If you are unable to gather in person together, why not host a virtual meetup? Engage from afar by coordinating a theme, outfits, food and decorations.

# KICKSTART YOUR FUNDRAISING



## Step 1: Show your commitment

As you register, set your goal to show you are passionate, and be your own first donor! Your friends and family will feel inspired by your dedication and will want to help you reach your goal. Start with \$25 and ask everyone to match your donation.



## Step 2: Personalize your fundraising page

Encourage friends and family to donate to your page by sharing the reasons why you are supporting Phoenix Children's. In your own words, tell them why you are stepping up! Consider using pictures and videos to help make your "why" come alive. Don't forget to set your goal!



## Step 3: Share your fundraising page

Time to get social! Post your link on Facebook, put it in your Instagram bio and don't forget Twitter and LinkedIn. Fun fact: people who have used social media to promote their page have seen a 40 percent increase in donations. Don't stop there—send your story to friends and family via email or snail mail.



## Step 4: Express your gratitude

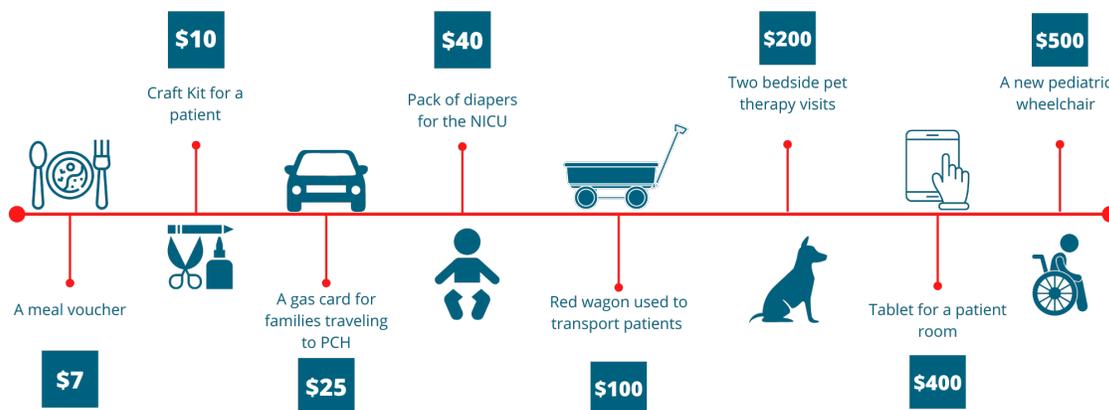
A simple thank you goes a long way! Use the tools in your participant center to personalize the automatic thank you email your friends and family will receive after making a donation to your page. Consider writing a handwritten note to mail instead.



## Step 5: Keep in touch about your progress

Share how you are doing on your page via social media and regular emails to your friends and family. Consider asking others to join you in registering for the event. For more ideas on how to keep in touch, check out our FUNdraising tips located on pages 5 & 6 in this guide.

## How Your Donations Could Make An Impact



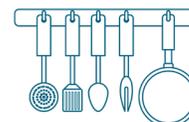
# PUT THE FUN IN FUNDRAISING

New fundraisers are often surprised at how successful they are at fundraising. It may seem overwhelming at first, but it really is easy! Remember, you are not collecting money for yourself. You are collecting donations to support the patients and families at Phoenix Children's. Your support matters now more than ever—every dollar counts! Check out some fun ideas on how to get your fundraising started.



Invite your friends and family to a game night. This can include board games, video trivia or card games—anything goes! Remind your guests a donation goes a long way.

Host a cooking class, recipe club, or book club and encourage your guests to donate to your page.



Showcase your special skills and help others in your community. This could be hosting a virtual or socially distant workout, or selling crafts. In lieu of payment, ask them to contribute to your fundraising page.

Give up something for a week, such as your morning coffee, ice cream or a meal out. Donate the funds saved to your page and encourage your network to join you on the challenge.



Start your own social media challenge. Maybe you'll start the next Ice Bucket Challenge. Encourage your followers to take the challenge with you and donate \$5 or more to your fundraiser after they post. See our social media tips later in this guide for more ideas.

Host a safe, and socially distanced, movie on the lawn for your neighbors. Encourage them to bring their own chairs or blankets and offer to provide snacks for a small donation.



**Remember, it doesn't hurt to ask your community to donate. People want to donate to a good cause, and they'll enjoy supporting you in reaching your goal!**

# PUT THE FUN IN FUNDRAISING



Set an outrageous incentive! Promise your social media following that if they help you reach your fundraising goal, they will win the chance see you step outside your comfort zone. For example: let your child throw a pie in your face, shave your head, wear a costume for a day.



Host a happy hour or play date with friends. Take this time to mention you are fundraising for PCH and encourage them to join you for this event.



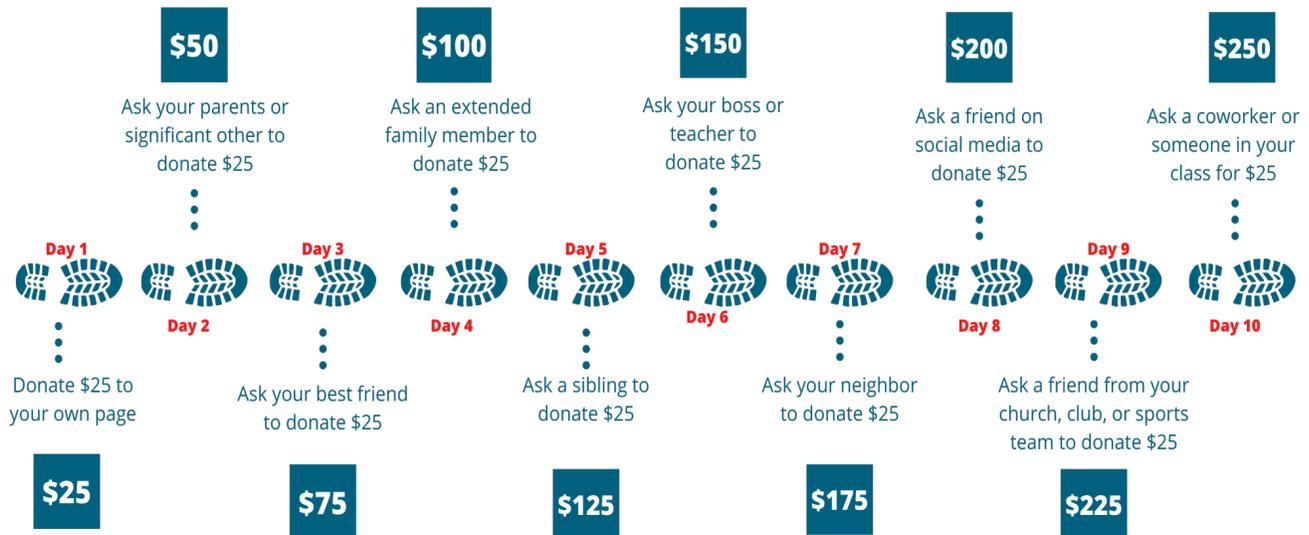
Organize a spirit week for your office. Encourage participants to show their best themed outfits in a daily text thread. Ask them to donate \$10 to your page to join the group.

Offer to make breakfast in bed for your parents, significant other, or roommates if they donate to your fundraising page.



Host a "Pink Flamingo Flocking" Week. Send your neighbors a letter announcing that over the next few weeks, they can place an order to have one or more of their friends "Flamingoed" for a \$25 donation. For an additional donation, anyone can purchase "Anti-Flocking Insurance" to ensure that they will not get "Flamingoed."

## RAISE \$250 IN TEN DAYS



# SHARE YOUR WALK. RUN. FUNdraise.

Keep an eye on our social media channels throughout the Phoenix Children's Hospital 5K and Kids' Dash for exciting content. Share with us how you are participating and you just might see yourself on our pages.

## Connect With Phoenix Children's Hospital Foundation

 @friendsofpch  @friendsofpch  @friendsofpch

Encourage others to join your team by sharing the website: [PCH5K.org](http://PCH5K.org)

**Hashtag: #PCH5K**

Don't forget to link your fundraising page to your Facebook fundraiser!

Share your story! If you would like the chance to be featured on @friendsofpch social media, remember to make your profiles public.

## Creative Ideas For Virtual Participation



Show your spirit with some vintage PCH5K shirts!



Break out the sidewalk chalk! Share your design!



Show off your starting line!



Use #Throwbackthursday to post a photo from a previous year's event!



Get creative with how you show your support for Phoenix Children's



Let your followers know what you will be wearing on your WALK. RUN. FUNdraise.

# SHARE YOUR WALK. RUN. FUNdraise.

## SOCIAL MEDIA POSTS TO CUSTOMIZE AND SHARE

I'm participating in the Phoenix Children's Hospital 5K! Join me as I walk for *XYX*. Your support will benefit the patients and families at [@friendsofpch!](#) *<add donation link>*

I'm participating with Team *XYX* for the Phoenix Children's Hospital 5K! Join us as we WALK. RUN. FUNdraise for [@friendsofpch!](#) *<add donation link>* #PCH5K

I'm walking in the #PCH5K from *<insert city>*. I'm challenging my friends *X* and *X* to walk with me! Join me to support the patients at [@friendsofpch!](#) *<add donation link>*

#PCH5K is important to my family because *<insert your story>*. Join us as we support patients and families at [@friendsofpch!](#) *<add donation link>*



### Are You Walking With A Team Or Are You A Team Captain?

Collectively decide on a hashtag to include in all your posts, along with #PCH5K! This way, your team will be able to stay connected virtually by following along with a team hashtag.

**Example:** I'm excited to participate in the upcoming #PCH5K. I know the impact fundraising can have for patients and families at [@friendsofPCH](#). Proud to be part of team #teamhashtag along with my friends and family!

### Get Creative With Virtual Team Photos:

Share images of walkers on your team by collecting them for a virtual team photo! Do this by creating a collage to upload individual photos and then share on social media. You can use a photo app to create a collage, and then post with your #teamhashtag and #PCH5K!

**Example:** This year may look a little different, but we are still joining together to support [@friendsofPCH!](#) Check out our virtual team photo of #teamhashtag for the Phoenix Children's Hospital 5K!



# THANK YOU TO OUR SPONSORS

## PRESENTING SPONSOR



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