



## How can you help children with cancer?

**You can raise money for pediatric cancer research by asking people to sponsor you in Currituck Kids Walk for Kids With Cancer.** The 4 mile Walk at \_\_\_\_\_, Saturday, \_\_\_\_\_, is organized by Currituck sixth graders. Give potential donors the "Summary" for an overview of the event.

**Explain why funds are desperately needed to develop new treatments.** Cancer still kills more children each year than all other diseases *combined*. You can share more with potential donors about the plight of children with cancer, by giving them our "Cancer Facts." **Confirm with donors that 100% of Kids Walk funds are used by Memorial Sloan-Kettering for pediatric cancer research.** None of the money contributed is used for administrative costs.

**Explain why sponsoring you helps children with cancer.** The Walk supports cutting-edge pediatric research at Memorial Sloan-Kettering -- which treats more children with cancer than any other hospital in the world. The research seeks new treatments for hard-to-cure childhood cancers given insufficient or no funding by government or drug companies. Research supported by us has already helped improve treatments and helped save more children's lives.

**Tell donors the 3 ways they can sponsor you with a tax-deductible contribution.** Donations can be made in cash (along with the donor's full name, address and amount), by check to **Memorial Sloan-Kettering / Kids Walk**, or on-line. You can create your own web page on our website and track your on-line donations. Contributions of any amount are welcome -- our 2010 donors gave amounts from \$1 to \$3,000!

**Record and turn in your cash and checks.** Each donor's name (and address, if not on the check) should be listed (legibly!) on a Donor Form (found on-line and in our brochure). MSKCC uses this information to send an acknowledgement to the donor. Put your checks, cash and Donor Form(s) in an envelope and give them to your team leader or turn them in at the Walk.

**Our experience is that a letter or e-mail campaign is the easiest and most successful fundraising approach!**

Everything you need for fundraising, including a sample Fundraising Letter, can be found at our website. We recommend enclosing a self-addressed envelope if using a hard-copy fundraising letter.

- Ask all your family members and family friends to contribute.
- Ask your neighbors in your apartment building to sponsor you.
- Consider a fundraising email to your parents' (or your) co-workers.
- Ask businesses to sponsor you – e.g., restaurants, hair salon, movie rental, gym, clothing stores, etc. that you or your family patronize frequently.
- Ask donors if their employer has a matching grant program, and if they will obtain and sign a matching grant form and forward it to you. Turn in the matching grant form with your Donor Form; we'll take it from there.

**Invite everyone you know to walk and get sponsors too.** Walkers of all ages are welcome! There is no registration process or fee, but we request \$20 from walkers who do not get sponsors. Tee-shirts are available for \$10 either on-line, from team leaders, or at the Walk -- don't forget to wear it to show your support for kids with cancer! **Please walk on \_\_\_\_\_ and get as many sponsors as you can – children with cancer need our help!!**