



# Table of Contents



1. Fact Sheet
2. Team Captain Checklist
3. 2010 Nonprofit Partners
4. 2010 Nonprofit Associates
5. Register Your Team Online
6. FUNdraising Ideas & Walker Incentives!
7. Bank Day

# Fact Sheet



**WHAT:** Hope Productions™ Foundation's 2nd annual WALK 'N ROCK FOR KIDS event will kick off with a morning 5K walk involving families, local businesses, walk teams and supporters. Participants will walk and raise funds on behalf of our 2010 Nonprofit Partners and Nonprofit Associates. The morning will be filled with music at Raley Field and along the route. After the walk, enjoy entertainment, interactive booths, kids activities, more music, food and fun!

Later that evening, Hope Productions Foundation and our corporate partners will host an exclusive VIP reception and a benefit concert featuring legendary rockers **HEART** and **SAMMY HAGAR** open to the general public. The proceeds from the concert will be divided among the 2010 Nonprofit Partners.

**WHEN:** **Sunday, May 30, 2010**

**Walk Registration:** 7:00 a.m.

**Walk Start:** 8:00 a.m.

**WHERE:** **Raley Field, West Sacramento**

The walk will start at Raley Field, head over the Tower Bridge, travel to the Capital, through Downtown Plaza and back to Raley Field.

**WHY:** Hope Productions Foundation (HPF) is a 501(c)3 charitable organization whose mission is to provide resources to children and youth charities to ensure sustainability, viability and awareness. HPF works with children's nonprofits to train and educate their staff on how to run a successful organization and produces Walk 'N Rock for Kids to help raise funds and awareness to further support the organizations' efforts.

**COST:** There is no cost to register for the walk portion of the event before Saturday, May 22, 2010. Concert tickets are now available through [ticketmaster.com](http://ticketmaster.com) and start at \$40.

**For more information, please contact Amelia Marquis at 916.782.4673 or [amarquis@hopeproductions.org](mailto:amarquis@hopeproductions.org).**

# Team Captain Checklist



- Decide which nonprofit(s) your team will walk in support of.**
  - See pages 3 and 4 for nonprofit descriptions.
  - All donations raised by your team will go directly to the nonprofit your team is walking in support of.
  - You also have the option to walk for Walk 'N Rock for Kids and the donations raised by your team will be split amongst the Nonprofit Partners.
- Create your team online at [www.walknrock.org](http://www.walknrock.org).**
  - See page 5 for instructions.
- Set a fundraising goal.**
  - There is no minimum amount to raise in order to participate.
  - First-time participants are encouraged to start at a goal of \$100 per participant, i.e. if you anticipate a team of 10 people, shoot for a team goal of \$1,000.
- Gather your team.**
  - Invite friends, family, co-workers, neighbors, teammates, and Facebook friends to join your team. Everyone will want to get in on the fun!
  - Starting your team online makes spreading the word and recruiting team members easy because you are able to create unique url addresses for your team and personal fundraising pages that will take your contacts directly to your team and personal fundraising pages. To recruit support just share your links in an email, on Facebook or even Twitter!
  - Team members can join your team online in minutes. Even out-of-town friends can join your team as virtual walkers!
- Schedule a "Team Kick-off" meeting.**
  - Organize a meeting or set aside 10 minutes of your next staff or department meeting to talk about Walk 'N Rock for Kids and your team's efforts.
  - Use this time to motivate your teammates and recruit new ones by letting them know what Walk 'N Rock for Kids is all about.
- Collect donations.**
  - You and your teammates can collect donations online– it's as easy as sending a few emails!
  - You can also accept cash and check donations with the collection envelopes provided. Checks should be made out to Walk 'N Rock for Kids.
  - See page 6 for tried and true FUNdraising ideas.
- Bring your team's donations to Bank Day.**
  - Avoid waiting in lines on the day of the event! Turn in your teammates' collection envelopes to qualify them for concert ticket incentives and pick up t-shirt incentives earned by your teammates. See page 7 for more information.
- Walk and Rock!**

# 2010 Nonprofit Partners



## Big Brothers Big Sisters of Greater Sacramento Area, Inc., Youth Development

Big Brothers Big Sisters of Greater Sacramento (BBBS), an affiliate of the national organization, was established in 1963 to serve the needs of children, ages 7 - 18, in the Sacramento region, including, Sacramento, Yolo, South Placer, and San Joaquin Counties. BBBS serves approximately 500 ethnically and economically diverse children annually. BBBS programs offer one-to-one, long-term mentoring programs in community-based settings.



## Cristo Rey High School, Education

Cristo Rey High School Sacramento exists to provide a Catholic, college preparatory education to motivated students with limited financial means. All students participate in a unique Corporate Work-Study program learning professional work skills and generating income to offset the cost of their education. Their school embodies MERCY, GOODNESS, and SERVICE - transforming lives now and for the future.



## Keaton Raphael Memorial, Illness/Research

The Keaton Raphael Memorial's mission is to support children with cancer and their families by providing emotional, educational and financial support, while increasing awareness and funding research toward a cure.



## Okizu, Wellness

Established in 1982, Okizu is a nonprofit organization that operates Camp Okizu, a summer camp that offers an ideal setting for children with cancer to explore and enjoy a normal life experience. The mission of Okizu is to provide peer support, respite, mentoring, and recreational programs to meet the needs of all members of families affected by childhood cancer.



## People Reaching Out, Advocacy

Drug Free. Dream Big. People Reaching Out has developed and implemented programs based on scientific research and proven prevention strategies since 1981. Their mission is to create a safe, drug-free community for youth in the Sacramento metropolitan area through programs that will foster the development of positive self-esteem and opportunities for personal growth. Programs include youth-to-youth mentoring, youth prevention education, youth led community coalitions and more.



## River Cats Foundation, Venue- Family/Youth Charity of Choice

Since the River Cats opened their inaugural season in Sacramento in 2000, their involvement in the community has been an important priority. All members of the various River Cats operations are keenly aware of their responsibilities to give back to the community via donations of time and available funds. The River Cats Foundation is one program chosen by River Cats ownership and management to accomplish those goals.



## Wind Youth Services, At-Risk Youth

Wind Youth Services is a Sacramento area nonprofit established in 1994 to work with homeless and street youth who were not being served by any other organization. The focus of Wind today is to assist youth to get off the streets and out of homelessness. All programs are directed to the goal of assisting youth to choose healthier lifestyles and obtain the skills necessary to make change happen in their young lives. Nothing good happens on the streets, and Wind provides a safety net for youth and an alternative to the dangerous and downward spiral that life on the streets presents.



## Walk 'N Rock for Kids

Walk for WALK 'N ROCK FOR KIDS and your donations will be split amongst our seven 2010 Non-profit Partners: Big Brothers Big Sisters of Greater Sacramento, Cristo Rey High School, Keaton Raphael Memorial, Okizu, People Reaching Out, River Cats Foundation and Wind Youth Services.

# 2010 Nonprofit Associates



## **Access Leisure - Youth Programs**

Access Leisure Youth Programs, through their River Cats Independence Field Leagues and Paralympic Sport Sacramento Club programs, provide sports for youth with disabilities. They also offer outdoor education and residential camping, social and fitness programs. All are designed to "optimize the experience of living" for youth with special needs. Access Leisure programs foster independence, promote healthy lifestyles through physical activity, and creates positive social environments for children with disabilities to build peer groups and develop lifelong friendships.

## **Boys & Girls Clubs of Greater Sacramento**

The mission of the Boys & Girls Clubs of Greater Sacramento is to inspire and enable all young people, especially those who need us most, to reach their full potential as productive, caring, responsible citizens.

## **CASA Sacramento**

Sacramento CASA - Empowering volunteers to be the eyes and ears of the court, advocating on a one-to-one basis for the best interests of children in the Sacramento County foster care system.

## **CCHAT Center Sacramento**

CCHAT-Sacramento is one of three unique auditory/oral schools that collaborate and are connected by a common mission: teaching children who are deaf and hard of hearing to listen and develop spoken language.

## **Full Circle Treatment Center**

Full Circle Treatment Center is dedicated to providing successful, intensive, early intervention and rehabilitation strategies to combat the destructive effects of substance abuse to the youth and their families in our community. Providing parenting education and ongoing aftercare will promote and support sustained success amongst our clients.

## **Golden Empire Council, Boy Scouts of America**

The mission of the Golden Empire Council, Boy Scouts of America is to instill values in young people and prepare them to make ethical choices during their lifetimes, to take leadership roles as adults, and to reach their full potential. Those values are based on character, citizenship, personal fitness, and are found in the Scout Oath and Law. They accomplish their mission in partnership with chartered organizations and chosen, well-trained leaders, as they:

- Offer young people responsible fun and adventure.
- Instill in young people life values and help them develop ethical character as expressed in the Scout Oath and Law.
- Train young people in citizenship, service, and leadership.
- Serve America's communities and families with quality values.

## **Roberts Family Development Center**

The mission of the Roberts Family Development Center is to provide services in the North Sacramento Community that will meet the individual needs of each family member. Their services provide a holistic approach focusing on early childhood and family education, economic empowerment and technology. Their goal is to nurture personal growth, strengthen families and enhance community development and civic involvement.

## **Sacramento ENRICHES**

Sacramento ENRICHES (Engaging Neighborhood Resources for Improving Children's Health, Education and Safety) is a nonprofit community based organization committed to strengthening the voice of youth and families in the Sacramento region. The agency provides support to the community by ensuring children are prepared for school and have access to quality childcare, building bridges between neighborhoods and the medical community, and supporting youth and families in becoming strong advocates for change. By educating and supporting youth and adult community members, families are empowered to recognize critical health, education and safety issues that affect their lives and their community.

## **Sierra Forever Families – Wonder Program**

The mission of the Sierra Forever Families Wonder Program is to strengthen the emotional and social well-being of kids in foster care by connecting them with caring, consistent adults.

# Create Your Team Online



1. Go to [www.walknrock.org](http://www.walknrock.org).
2. Click the "Register Here" button and agree to the event waiver.
3. Click "Start a Team."
4. Underneath "Start a Team" select "New Team Under" and in the drop down menu select the nonprofit your team will walk in support of. To benefit more than one nonprofit, please feel free to start additional teams under separate nonprofits or select Walk 'N Rock for Kids to walk in support of all seven 2010 Nonprofit Partners.
5. Fill out the team registration form and click the "Walk 'N Rock" button to continue.
6. Fill out the participant registration form. Make sure to write down and save your username, password and friendly url addresses. A donation made from within the registration process will be accredited to your personal donation page.
7. Your registration confirmation will appear, this will also be emailed to you. Click "Continue" to proceed to your headquarters where you can customize your donation page, send emails to friends and family and even send tweets and facebook status updates. See "My Headquarters Tools & Capabilities" at the back of this packet for more information on how to use the email, facebook and twitter functions.
8. In the left-hand corner of your screen, click "Start here." This prompter will help you get started editing your donation pages and sending emails.
9. Customize the images and text of your pages so that your friends and family know why you are walking and why it is so important for them to support your efforts. Start by choosing "select" your webpage image. You can choose to display your nonprofit's logo from the image library or upload an image of your own. Uploaded images must be .jpeg or .gif files and no larger than 50KB. Once you have customized your personal page's text and images, be sure to do the same for your team page and general team donation page. Make sure to click "submit" to save any changes made to your pages. You can navigate to your team page and general team donation page using the links just below the "My Webpage" tab.
10. Click the "Email" tab to start sending emails to friends and family informing them of your participation in Walk 'N Rock for Kids. You may use and customize the email template provided or create a unique email of your own. See "My Headquarters Tools & Capabilities" at the back of this packet for more information on sending emails from within your headquarters. You can also send emails from your everyday email account and just add the friendly url links to your team and/or personal pages.

**Once you have customized your pages and sent emails,  
you are ready to Walk and Rock!**

# FUNdraising Ideas



1. **Let people know why you are walking.**
  - Share your story!
  - Personalize your personal and team donation pages.
2. **Hold a "Dress Down" day at work.**
  - Pick a day that works for your company.
  - Collect donations from participants.
  - All donations go towards your team.
3. **Have a bake sale at the office.**
4. **Implement a weekly "Coffee Run for a Cause."**
  - Have staff members email you their orders and turn in cash for their favorite coffee shop drink.
  - All change is kept and donated to your team's donation page.
5. **Coordinate a "Party with a Purpose."**
  - Host an office BBQ, breakfast, or festive lunch!
  - Ask local restaurants or grocers to donate food and supplies.
  - Employees will pay for a great meal and all proceeds will go to a great cause!
6. **Collect \$1 donations with the "Hope Heart" cut-outs.**
  - Display "Hope Hearts" in your office. See back flap for sample.
  - Contact Amelia at [amarquis@hopeproductions.org](mailto:amarquis@hopeproductions.org) for more information.
7. **Use your company newsletter to spread the word.**
  - Check [www.hopeproductions.org](http://www.hopeproductions.org), "Upcoming Events" for updated Team Captain resources such as email, letter and newsletter templates.
  - Don't be afraid to ask others to join in- everyone loves to help kids!
8. **Ask your HR person if your company has a matching gifts program.**
  - Some companies will match what employees raise dollar for dollar!
9. **Start a facebook or twitter campaign!**
  - Regularly post or tweet your team's progress and include the link to your team's page.
  - See "My Headquarters Tools & Capabilities" in the back of this packet for more information.
10. **Host a car wash.**

## Incentives

Raise Receive

\$100+ 1 Walk 'N Rock for Kids event t-shirt

\$500+ 1 Walk 'N Rock for Kids concert ticket\*

Participants will receive 1 additional concert ticket for each additional \$500 raised and turned in by 5/22/10.

\*Incentives are based on individual walkers. To qualify for concert ticket incentive, walkers must turn in money by 5/22/10 to Hope Productions.

## GRAND PRIZE

Walkers who raise at least \$1,000 and turn in their money to Hope Productions by **May 22, 2010** will be entered in the Grand Prize Drawing for:

**"The VIP Treatment"**

Two tickets to the exclusive VIP pre-concert reception featuring live entertainment, meet & greet opportunity with the headlining entertainers, and floor level table seating for dinner and concert.

# Bank Day



**WHAT:** Your opportunity to turn in your team's money, qualify for concert ticket incentives, pick up incentives and avoid event day lines!

In your Team Captain envelope, gather your teammates' collection envelopes with any cash or check donations. Be sure that your teammates have filled out the information on their collection envelope including their t-shirt size so that you know what size to get them.

**WHEN:** **Saturday, May 22, 2010**

**10:00 a.m. – 6:00 p.m.**

**WHERE:** **Center Court, Arden Fair Mall**  
(Nordstrom's Entrance)

**WHY:** Utilizing Bank Day guarantees that your teammates' money is turned in on time to qualify for concert ticket incentives. It also allows you to pick up t-shirt and concert ticket incentives before the day of the event and avoid waiting in event day lines!

Bank Day: May 22nd is the last day for walkers to qualify for the concert ticket incentive.