



# George's Guide

## Tuesday, March 7, 2017

A step-by-step guide to participating in the 30th annual Kids Day.

#KidsDay2017



Table of Contents 

Introduction.....2

How It Works .....3

    Registration .....4

    Safety Rules .....5

    Sales Instructions.....6

Get Started .....7

    Financials.....8

Best Practices from Across the Nation.....9

The Big Day .....10

## Introduction



**THANK YOU** for your interest in supporting Valley Children's Hospital through the annual Kids Day event! Valley Children's relies on big-hearted, dedicated people like you to raise much-needed funds for the Hospital. By supporting the 30<sup>th</sup> annual Kids Day, you are ensuring that the ill and injured children of the Central Valley receive the BEST possible care.

The mission of Valley Children's Hospital is to provide high-quality, comprehensive healthcare services to children, regardless of their ability to pay, and to continuously improve the health and wellbeing of children. YOU are playing a key role in making this happen!

Your involvement in Kids Day means the world to us. Please know how much your passion is appreciated. Within the following pages of *George's Guide*, you will find best practices and ideas to maximize your Kids Day experience.

George, the beloved Valley Children's mascot, is here to cheer you on. He can be seen through the following pages with helpful tips and tricks for you and your team. Remember, it's all about having FUN!

If you or your teams have any questions along the way, please don't hesitate to give us a call. We're more than happy to help!

From our hearts to yours, THANK YOU for being a member of the Kids Day team!

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## How It Works

2017 marks the 30<sup>th</sup> annual Kids Day. Through a partnership with ABC 30 and The Fresno Bee, Kids Day is a fundraiser benefitting Valley Children's Hospital. As one of the largest fundraising events in the Central Valley, Kids Day hosts over 6,000 volunteers from more than 20 different communities selling a special edition of The Fresno Bee. The paper features compelling patient stories and photography illustrating the vital pediatric medical care Valley Children's provides.

The Kids Day edition not only raises awareness, but also raises much needed funds to help Valley Children's stay true to its mission: to provide high-quality, comprehensive healthcare services to children, regardless of their ability to pay, and to continuously improve the health and wellbeing of children.

Valley Children's strives to be the best children's hospital in the nation. Over the years, Kids Day has covered millions of dollars in uncompensated care, enabling us to treat kids with potentially life-threatening conditions whose families may not have the ability to pay.

To participate in Kids Day, you can do a few things: you can sell newspapers on the day of the event, you can host your own fundraiser beforehand to raise money towards the Kids Day goal, or you can do both! Your level of involvement is based on your schedule and availability.

Please head over to **page seven** if you are interested in hosting your own fundraiser to add towards your Kids Day total.

If you plan to sell papers on Kids Day, you and your team can select a street corner to sell from on a first-come, first-served basis. Please be respectful of other volunteers. Remember, we are all here for the same cause!

Newspapers and safety aprons will be available for pick up from your local distribution site. A detailed list of these sites is available on our website, [valleychildrens.org/kidsday](http://valleychildrens.org/kidsday). This same distribution site is where you and your team will return your collected donations when you have finished selling newspapers.

## Registration

Wondering how to sign up? You can register to participate online or by phone. Please visit [valleychildrens.org/kidsday](http://valleychildrens.org/kidsday) or call 559-353-7100 to register your team. By letting us know that you plan to participate, we can make sure you and your teams have enough newspapers. The more, the merrier!

### Step 1)

Visit [valleychildrens.org/kidsday](http://valleychildrens.org/kidsday). From there, you will be taken to a registration page.

### Step 2)

Complete the form and click "submit."

### Step 3)

A confirmation will be sent to you within a few days. This confirmation will include a reminder of which distribution site you selected.

If you are not able to access the website, please call 559-353-7100 and a member of our team will be happy to sign you up over the phone.



**Did you know:** Kids Day has raised over \$6 million for Valley Children's in its 30-year history? Each and every dollar that is donated makes a difference in the lives of Central Valley children and their families. How incredible is that?



Safety first! When you register to sell newspapers on Kids Day, you will be asked to agree to the safety rules outlined below. Because safety is our first priority, any teams that are not adhering to these rules will be asked to no longer participate.

- Please wear your Kids Day apron and/or light colored clothing so you can easily be seen by drivers.
- No papers are to be sold from median islands. All sales must be made from the sidewalk.
- Sales are permitted from right hand curbs and corners.
- Please do not step off the curb to sell.
- Do not walk in front of traffic to sell. The normal flow of traffic must not be interrupted.
- Sales may take place only when the traffic is stopped.
- Do not reach into cars with money or change in your hand. You run the risk of having someone try to take it.
- Do not make change for \$100 bills. Suggest customers get change from a nearby bank or convenience store.
- When the light turns green, please remain still. Should prospective customers try to get your attention, please motion them to "move on."
- Papers may not be sold on any freeway (i.e., 41 & 99), highway (i.e., Golden State Blvd.), or the on/off ramps to/from the freeways/highways.
- Children under the age of 12 must be accompanied by an adult. NO EXCEPTIONS.
- Be respectful and courteous to all drivers and fellow volunteers.
- Follow the instructions of safety monitors and your team leader. Team Leaders: you are responsible for the conduct of your volunteers!
- Volunteers that do not follow safety instructions will be asked to stop selling Kids Day papers immediately.



Please feel free to watch the safety video with your team, found at:  
<https://www.youtube.com/user/CaliforniaChildrens/videos>

## Sales Instructions

1. Newspapers may be sold from 6:00 a.m. to 3:00 p.m. for \$1.00 each. Of course, it's ok if people want to give more than \$1 for a newspaper!
2. Beginning at 5:30 a.m., newspapers and aprons may be obtained from your chosen distribution site.
3. The latest newspapers can be checked out is 2:00 p.m.
4. By 3:30 p.m., all money and unsold papers must be returned to the site where you picked up your papers. **Please do not give your money or papers to anyone other than an individual at the site where you picked them up.**
5. A maximum of 100 papers per individual or 500 papers per team may be checked out at any one time. Feel free to sell more papers! Just return the money collected from your previous sales and check out additional papers.
6. Corners are available on a first-come, first-served basis. If volunteer coverage is sufficient in a particular area, please move to another area to enhance coverage. Remember, we're united for the same cause: the kids at Valley Children's Hospital.
7. Checks should be payable to: Valley Children's Hospital. An individual's check serves as a receipt. If they should ask for a receipt, please give them a pre-signed receipt that can be obtained when you check out your papers.
8. If a donor tells you to "keep the change," thank them on behalf of the children and add it to the money you have collected.



## Get Started



Now that you know all of the rules, it's time to plan out the exciting ways you and your team are going to raise money for such a great cause! Any money you raise between now and the event may be included in your team's total. For those of you wanting to participate in the School Challenge or Business Challenge competitions, now is a great time to get started!

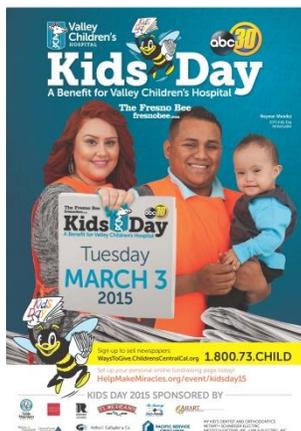
There are multiple ways to get involved. You decide which activities will best fit with your group. Choose any combination of the options listed below that best fit your team's availability and passions. Posters and other promotional materials will be made available to you upon request.

### Option 1

- Display coin canisters at registers or in classrooms to collect Kids Day donations.

### Option 2

- Commit to donate a portion of sales from your retail store, restaurant, school snack bar, etc. to the Kids Day cause for a timeframe of your choosing. Feel free to use social media to encourage your followers to visit your campus during those days! Tag us using #KidsDay2017 to share your photos and posts.



### Option 3

- Have newspapers available for public purchase on Kids Day, March 7, 2017.

Have another idea? Let us know! We want to hear about your plans and help you along the way.

Pair the coin canister with one of our printed posters (example, left) for extra encouragement.





Do you want to host a bake sale on a Friday afternoon before Thanksgiving break? Great! Do you want to sell balloons for Valentine's Day? Awesome! Feel free to get creative and do what feels right for your team. Do you have some super-crafty kids at your school that want to host an arts and crafts day? What about the students who love physical activity? Maybe a jog-a-thon, jump-rope-a-thon, or hula-hoop-a-thon is right up their alley!

Once you determine which activities are the best match for you, set aside some time to meet with your team and talk about the Kids Day cause.

- Why it's important to participate– *the kids*
- Your goal and how you are going to get there – *the ask*
- Who the money goes to – *Valley Children's Hospital*

The great thing about Kids Day is that anyone and everyone can get involved, and every bit of involvement makes a big difference.

### Financials

At the end of the day, give your Hospital teammate a call to make arrangements for your donations to be picked up either that evening, or later that week.

If you choose to collect any donations prior to Kids Day on March 7, the team at Valley Children's will be available as needed to pick up the collected funds. Your school or business leader has the option of keeping all donations until the end of the event, but depending on the length of your fundraiser, not all teams are comfortable doing so. Valley Children's is available to pick up, count, and deposit your collected donations. Provided you let us know who it is coming from, anything you turn in to the Hospital will be credited towards your team's total.

## Best Practices from Across the Nation

### Idea Jar

Before the fundraiser starts, place an "idea jar" in the break room for employees or in your classroom for students. Have your team write down their favorite fundraising idea and place it in the jar. At a staff meeting or during a dedicated point in your lesson, decide which ideas to try. Post the winning ideas on the wall to motivate your employees or students.

### Teammate of the Day/Week

Do you want to raise money for your total in addition to newspaper sales? Great! You can host additional fundraisers of your choosing from now- March 7. Track the amount raised by each cashier or team of students each day or week during the duration of your fundraiser. Place a photo of the team captain who sells the most each day in the break room or classroom, or make a chart. For each \$10 a cashier or team raises, they get to put a sticker or a mark by their name. That way they can see how they are doing and you can celebrate everyone's hard work!

### Calendar

Have a calendar posted on the wall for the activity. Write out goals and mark the days that you reach or exceed them. On days you reach your goal, be sure to celebrate!

### Hair Dye Challenge

Store Manager or Teacher/ Principal– If your team reaches their goal, let them dye your hair! Each employee or student can take a turn spraying your hair (with temporary hair dye, of course).



**George's Tip:** Your teams are more likely to have fun if they have some input in the process. Ask for their ideas!

### Head or Mustache Shaving Challenge

Store Manager or Teacher/ Principal – If your team reaches their goal, would you shave your head? Or maybe the mustache you've always had? If you want to go above and beyond, let your team members compete for the chance to shave your head for you! Reward the top team's captain, or maybe raffle the chance to shave your head.

# The Big Day: March 7, 2017

On Tuesday, March 7, 2017, the 30<sup>th</sup> annual Kids Day will have finally arrived! **THANK YOU** for being a part of this beloved community event.

By participating in Kids Day, you are making a difference in the lives of countless children and families. Thank you!

On behalf of Valley Children's, please know that your time and energy are helping to change the world for kids throughout the Central Valley. Please remember to sell safely, and do not hesitate to call your Hospital Team Member with any questions you or your team may have. We want to make sure you enjoy Kids Day as much as we do!

