1. Fact Sheet
2. Team Captain Checklist
3. 2011 Nonprofit Partners
4. 2011 Nonprofit Affiliates
5. Register Your Team Online
6. FUNdraising Ideas!
7. Walker Incentives & Bank Day
Hope Productions’ 3rd 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 2011 Nonprofit Partners and Nonprofit Affiliates. 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 open to the general public.

Sunday, May 29, 2011

Walk Registration:  7:00 a.m.
Walk Start:        8:00 a.m.

Raley Field, West Sacramento

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

Hope Productions Foundation (HPF) is a 501(c)3 charitable organization whose mission is to provide support and training at no cost to local charities serving children and youth. Our services include training and guidance for nonprofits to improve their marketing, fundraising, partnerships and board cultivation so that they may become more efficient and increase their potential for long-term sustainability.

HPF works with children’s nonprofits to train and educate their staff and Board of Directors 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.

The registration fee is $20 for adults 18 years of age and older, $10 for youth 6-17 years of age and free for children 5 years and younger. Youth and adult registration includes commemorative Walk ‘N Rock for Kids baseball cap. Concert tickets are available as walker incentives (see page 6) as well as through ticketmaster.com for purchase.

For more information, please contact Amelia Marquis at 916.920.4673 or 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.
  - Once you have registered, 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 seven Nonprofit Partners.

☐ Register and create your team online at 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 with a goal of $100 per participant and a team goal of $1,000, i.e. 10 team members who raise $100 each.

☐ Gather your team.
  - Invite friends, family, co-workers, neighbors, Facebook and Twitter friends to join your team!
  - Starting your team online makes spreading the word and recruiting team members easy because you are able to create unique web addresses for your team and personal donation pages that will take your contacts directly to those 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 and why you are participating.
  - For event details go to www.walknrock.org and click on “Event Information and Walker Incentives.”

☐ 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 in this handbook. 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! Use the Team Captain envelope in this handbook to collect and turn in your team’s remaining cash and check donations, ensuring that they meet the deadline for concert ticket incentives. Pick up your team’s walker incentives to have for walk day! See page 7 for details.

☐ Walk and Rock for Kids!
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. The majority of children and youth served are from single-parent homes and approximately 93% of the children currently live at or below poverty level. 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, counseling for academic achievement and parenting for prevention.

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

The focus of Wind 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.

Walk 'N Rock for Kids

Walk for Walk 'N Rock for Kids and your donations will be split amongst our seven 2011 Nonprofit 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.
A Touch of Understanding exists to encourage acceptance and respect for all children. The educational programs are designed to enhance understanding of differences, thereby minimizing the discrimination and social isolation suffered by children with disabilities.

Access Leisure—Youth Programs exists to provide and facilitate recreation programs and services for people with disabilities so as to optimize the experience of living.

CASA Sacramento exists to empower 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—Children’s Choice for Hearing and Talking is one of two unique auditory/oral schools that collaborate and are connected by a common mission: teaching children who are deaf and hard of hearing to listen, think and talk.

Child Advocates of Placer County—A2Y Mentors Program exists to train community volunteers to become adult mentors and match them in one-on-one mentoring relationships with at-risk youth and former foster youth (up to age 22), with the goal of helping these young people build resiliency and academic achievement and avoid teen pregnancy, drug and/or alcohol use, and the juvenile justice system.

Discovery Museum Science & Space Center—Powerhouse Science Center exists to bring the excitement of scientific discovery to children, families, and all members of the community. Each exhibit features interactive hands-on activities and search-and-find guides based on state science standards.

El Dorado Musical Theatre exists to build confidence for life among young people using excellence in musical theatre performance as the vehicle.

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.

Lighthouse Counseling & Family Resource Center exists to enhance the lives of children, adults, and families in the Lincoln and Sheridan areas by providing counseling and educational services and access to resources and programs that increase the well-being of those they serve and our community.

Lilliput Children’s Services—Sacramento County Kinship Support Services Program is committed to helping abused and neglected children who have been removed from their birth parents to stay safe with their extended family kin. This provides security and stability, keeps the displaced children together with their siblings and in contact with other relatives and most importantly, prevents them from entering non-relative foster care.

Mercy Education Resource Center is a unique education ministry to build healthy communities by providing affordable educational support, counseling and other services to empower children to reach their full potential.

Positive Coaching Alliance exists to transform the culture of youth sports so every youth athlete can have a positive, character-building experience.

Roberts Family Development Center provides 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 education. Their goal is to nurture personal growth, strengthen families and enhance community development and civic involvement.

Sierra Forever Families—Wonder Mentoring Program exists to transform the lives of children in foster care by building and nurturing permanent families.

St. John’s Shelter for Women and Children—St. John’s Children’s Program supports homeless women and children to advance from a point of crisis to a position of self sufficiency.

2. Click the “Register Here” button and agree to the event waiver.

3. Click “Start a Team.”

4. 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 2011 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 select a unique username. Write down and save your username and password. This will be your only opportunity to create a friendly web address for your donation page(s), please do so at this time. 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, view your reports, and send emails, tweets and facebook status updates. See “My Headquarters Tools & Capabilities” at the back of this packet for more information on how to use the various functions.

8. In the left-hand corner of your screen, click “Start here.” This prompter will help you get started editing your donation pages.

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 to “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 view the template that has been created for your use– feel free to personalize! This email template contains information on the event that you will want to pass along to potential team members and supporters. The easiest way to send emails is directly from your everyday account. Simply copy and paste the template email into a new email, making sure to include the link to your team and/or personal donation pages. The friendly web addresses you created during registration can be found on the home page of your headquarters. You also have the option to send emails from within your headquarters. See “My Headquarters Tools & Capabilities” at the back of this packet for instructions on how to send emails this way.
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 delicious 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 for more information.
7. Use your company newsletter to spread the word.
   - Check 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.
11. Hope by the Dozen!
   - By a few dozen doughnuts and place them in the break room with a note that says “suggested donation: $2.”
   - Be sure to include information on the nonprofit(s) the donations will support.
12. Ask a Friend
   - Ask for support from people whose fundraising efforts you have supported in the past.
13. Host a jewelry, clothing, make-up, Tupperware or cookware party!
   - Ask that a portion of the proceeds be donated to the charity you are walking support of.
   - Your team will raise funds and you and your friends will have a great time!
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.

Saturday, May 21, 2011
10:00 a.m. – 6:00 p.m.
Center Court, Arden Fair Mall
(Nordstrom’s Entrance)

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!

**Incentives**

- **Raise**
  - **$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 5/21/11.
  - **$1000+**
    - Access for 2 to the exclusive VGP (Very Good Person) section on the floor at the Walk ‘N Rock for Kids concert! Participants will receive 1 additional VGP pass for each additional $500 raised and turned in by 5/21/11.

**GRAND PRIZE**

Walkers who raise at least $1,500 and turn in their money to Hope Productions by **May 21, 2011** 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 entertainer upon availability, and floor level table seating for dinner and concert.

*Incentives are based on individual walkers. To qualify for concert ticket incentives, walkers must turn in money by 5/21/11 to Hope Productions.

**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.

**WHEN:**

Saturday, May 21, 2011
10:00 a.m. – 6:00 p.m.

**WHERE:**

Center Court, Arden Fair Mall
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**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!