



Ronald McDonald House[®]

PJ Walk
for Love

PRESENTED BY SERVICEMASTER RESTORE[®]

Team Captain Toolkit

2021



Walk...

in the name of Love

About PJ Walk for Love

Ronald McDonald House Charities® Atlantic is proud to announce our *virtual* 5th annual PJ Walk for Kids the week of Monday, June 14, 2021.

For the special 5th anniversary, and coinciding with our recent launch of the *More Room for Love* campaign, this year's PJ Walk for Kids will be lovingly changed to PJ Walk for *LOVE*. This pledge-based fundraiser ensures families with sick children have a home-away-from-home when travelling for medical care.

Over the past five years, this event has raised more than \$930,000 across the Maritimes to support families with sick children.

2021 Event Details



Registration for this virtual event is completely FREE!

WHEN: From Monday, June 14th to Friday, June 18th

WHERE: Your corporate or home office

During the week of June 14th, plan time to host your own PJ Walk for Love in the office! Start your day with some team treats before enjoying a walk around the neighbourhood. Or, end your day by listening to a family's story and a walk to let their heartfelt words sink in. There is no wrong way to participate in PJ Walk for Love.

Each PJ Walk for Love team will receive a race kit complete with race bibs, and other surprises (note your race kit contents will vary based on your fundraising goal, see page 3 for more information)

As team captain, be sure everyone is capturing memories from the week and sharing with us on social media! There just may be a prize for the top spirited team as well as the top fundraising team...

This fun-filled event will be sure to keep the whole company smiling. We hope you join us!

How to Create a Team

Note: Each team can have a max of 20 participants

1. Visit www.PJWalk.ca and select the 'Corporate June 14-18' yellow button.

2. Select the 'Form a Team' yellow button.

3. Fill in the sections on screen, Note: There are a few things to take into account before you set your team goal. We'll dig into this in the sections below.

4. As you follow the on screen questions, clicking 'Next Step' to move along the process, you'll find yourself needing to create a username and password. Be sure to save these so that you can access your team page leading up to the event!



Setting A Goal

When setting your team's fundraising goal, keep in mind that there are three Race Kit Levels. Your final fundraising total come Sunday, June 6th, will dictate your level. We encourage you to aim high with your team! After all, raising \$1,400 will provide 10 nights of comfort for a family!

\$1 - \$699

- Race bibs for each participating member
- A video from a Ronald McDonald House family.

\$700 - \$1,399

- Race bibs for each participating member
- A video from a Ronald McDonald House family.
- A small Ronald McDonald House branded item.

\$1,400+

- Race bibs for each participating member
- A video from a Ronald McDonald House family.
- A Medium Ronald McDonald House branded item
- Coffee and treats delivered for the day of your office walk.

Note: We'll use your teams fundraising total at the end of the day on June 6th to create your race kit.

Recruiting Team Members

Chances are, many of your colleagues are somehow connected to Ronald McDonald House. As Team Captain, you have the ability to bring everyone together to ensure every family with a sick kid has a home-away-from-home when travelling for medical care in Halifax!

But **how**? It's simple, ask! Let your colleagues know your company has a team, and ask them to join the PJ Walk fun. You can send emails, put up posters around the office, post to company social channels, or make some phone calls.

Email Template:

Hi [their name],

Every year, hundreds of Maritime families with sick kids need to travel to Halifax for medical care. They not only leave their support networks, but the warmth and comfort of their homes. Thankfully, these families have a place in Halifax to call their home-away-from-home, Ronald McDonald House.

This summer, [company name] is proud to join the Ronald McDonald House Charities Atlantic **PJ Walk for Love**. Together, we can raise funds to support Maritime families when they need it most. Our goal is [\$goal amount], providing [your goal divided by \$140] nights of comfort to families with sick kids.

Will you help spread the PJ Walk Love with me by joining our team? Register for free today at: pjwalk.ca. Our team name is [team name].

We'll be celebrating together, and with companies and families all over the Maritimes, the week of June 14th.

Thanks for your support!
[Your name]

- ▶ Water
- ▶ Fire
- ▶ Smoke
- ▶ Mould
- ▶ Board
- ▶ Constr



Recruiting Team Members

Social Post
Click here to download



Ronald McDonald House®
PJ Walk for Love
PRESENTED BY ServiceMASTER



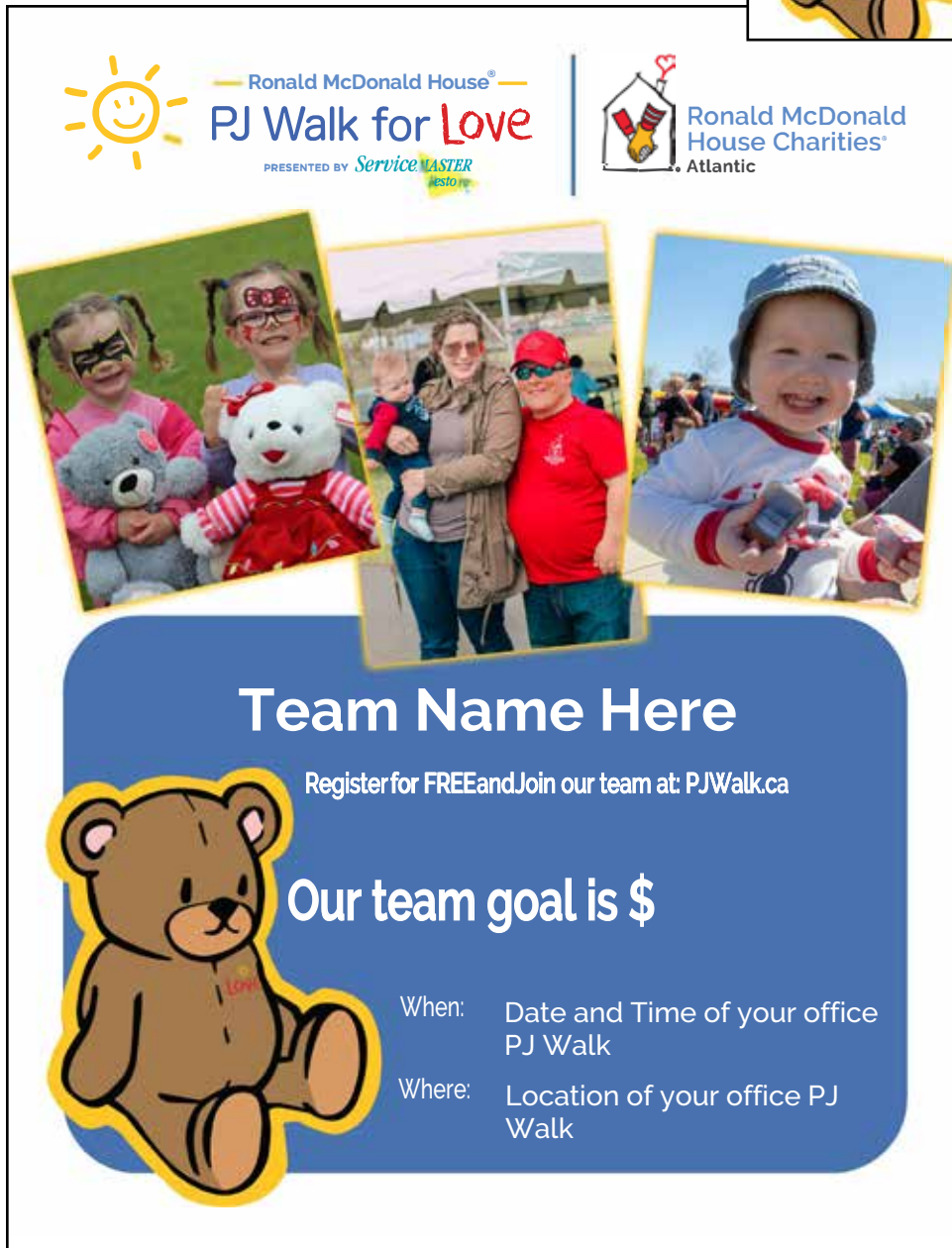
Ronald McDonald House Charities®
Atlantic




June 14-18

Register for FREE
and join our
company team!


www.PJWalk.ca



Ronald McDonald House®
PJ Walk for Love
PRESENTED BY ServiceMASTER



Ronald McDonald House Charities®
Atlantic



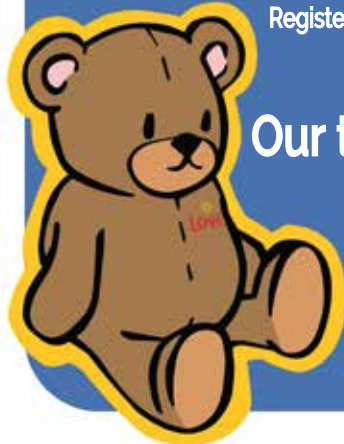
Team Name Here

Register for FREE and Join our team at: PJWalk.ca

Our team goal is \$

When: Date and Time of your office PJ Walk

Where: Location of your office PJ Walk



Office Team Poster
Click here to download

Reaching Your Fundraising Goal

Every dollar that your team raises will support families with sick kids from your community. Your hard work to hit your team's goal will mean more laughs, more memories, and more time together as a family. After a long day at the Hospital, your fundraising will give families a true home-away-from-home.

The best way to raise funds is to build a strong team, inspire them to get involved, and have fun while you're at it! Get creative-the sky's the limit!

You can raise money by sending emails, making phone calls, or hosting fun challenges in the office. After all, nothing gets people going like some friendly competition.

Email Template:

Hi [their name],

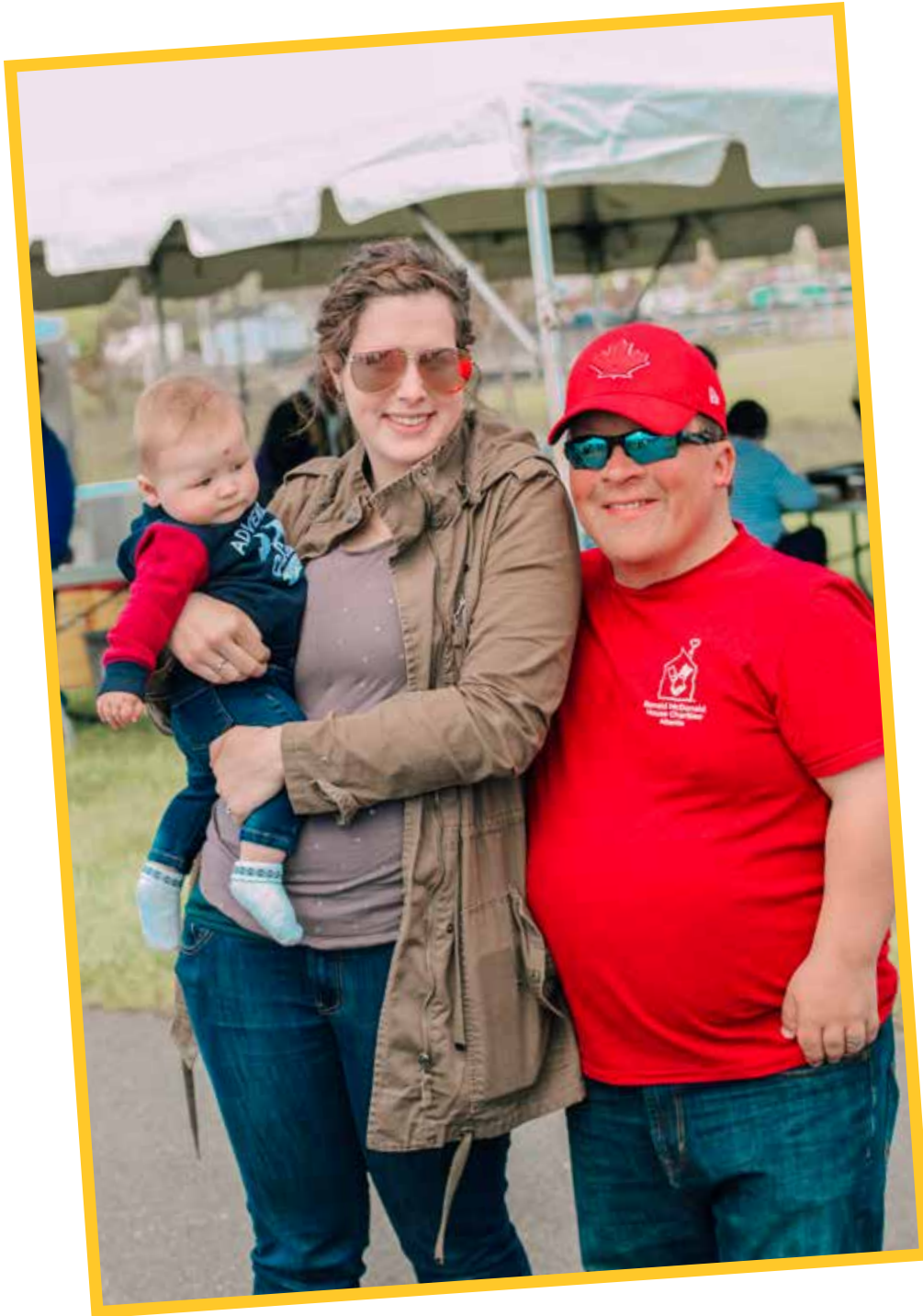
Every year, hundreds of Maritime families with sick kids need to travel to Halifax for medical care. Families like the Devlin's, who have spent 54 nights at Ronald McDonald House. When asked what the House meant to them, the Devlin's shared, "knowing he'd be going to Ronald McDonald House—having a place where he could play and be a kid—is what made those trips bearable for my son Austin. For him, Ronald McDonald House was truly a bright light at the end of a long, dark tunnel. It gave him a piece of his childhood back."



This year, I am participating in Ronald McDonald House Charities Atlantic **PJ Walk for Love**. Will you help me reach my goal of \$[goal amount]?

You can help my give kids back their childhoods by donating to my page [insert your fundraising page link].

Thanks for your support!
[Your name]



Ronald McDonald House®

PJ Walk for Love

PRESENTED BY SERVICEMASTER RESTORE®

From Ronald
McDonald
House Families,
like the
MacLennan's,

THANK YOU!