

# KID'S DAY of Lexington

Welcome to the second-annual Kids Day of Lexington "Family Walk and Talk". Thank you so much for your participation in this important event. We are living in exciting times, Unfortunately, funding for programs is becoming increasingly tight—especially for the children's homes. Efforts like the Kids's Day of Lexington Walk-and-Talk will help to bridge the gap between crucial needs and available funding. Your participation is very much appreciated and your donations will be used to support important programs and other basic projects for the Nancy K. Perry Children's Shelter and the Dickerson Center for Children.

This is your official **Walker Welcome Packet**. It contains important information to help your fundraising efforts. The packet includes:

- A waiver form that must be signed by all participants
- Fundraising tips and ideas
- Sample letters for a letter writing campaign

## Walk Coordinator Tips

- **Set a Goal:** Encourage your walkers to set personal goals and work together to set a group goal.
- **Matching Gifts:** Ask your walkers to use their company matching gift programs to increase your revenue.
- **Spread Enthusiasm:** Provide team members with the fundraising tips and keep them motivated. Encourage team members to start fundraising early and to be positive and enthusiastic when asking for donations.

*100% of proceeds from Kid's Day of Lexington are donated to the Nancy K. Perry Children Shelter and the Dickerson Center for Children.*

