

**I CHOOSE™  
CHILDREN'S**

# Changemakers For Children's

## Start Up Guide

2019 - 2020

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## The Basics

### What is Changemakers for Children's?

**Changemakers for Children's** is a group of enthusiastic individuals who will have the opportunity to fundraise, lead and take action for the cause of Children's Health. Equipped with a toolkit of fundraising and leadership skills, with a passion to make life better for children, Changemakers will make an impact in their high schools and in their spheres of influence by leading the charge to fundraise, inspire action and raise awareness for Children's Health.

### What is a Changemakers for Children's Leader/Member?

A **Changemakers for Children's Leader or Member** is a high school student that participates in the activities of the Changemakers for Children's group. What's the difference between the two? Changemaker Members commit to raising \$500 by Spring 2020 to donate to Children's Health. Changemaker for Children's Leaders have recruited two or more of their peers to a **Changemakers for Children's Club** and are committed to come together for a common purpose to fundraise, lead and advocate for the cause of Children's Health. This dedicated group of high school students will plan, strategize and take action to change the lives of children in need.

### Who can start a club?

Anyone! Whether someone wants to form a club at home or in their school, they are eligible. Clubs are lead by high school youth and will be lead by at least one **Changemakers for Children's Leader** who reports their activities to the Foundation representative.

### Why join Changemakers for Children's?

**Changemakers for Children's** offers a great opportunity to come together to build leadership skills, fundraise to help children in need and inspire others to take action for the cause of Children's Health.

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# The Requirements

As a **Changemaker for Children's Member or Leader**, it starts with one individual: YOU! As a Leader or Member, you will have the incredible task to lead others to fundraise and advocate for the mission of Children's Health: to make life better for children. That's amazing! That also means you'll have some responsibilities to uphold:

- ★ **Raise \$500 or \$1,000 per year.** Children's Health is a not-for-profit health system, and when you raise funds on behalf of Children's Health, you are choosing to support the mission to make life better for children. Many of the important programs that work to save children's lives are not covered by insurance. That means EVERY donation makes a difference in the life of a child. For **Changemakers for Children's Members** who are fundraising on their own, you'll have a goal to raise at least \$500 by Spring 2020. As a **Changemakers for Children's Leader**, you will recruit members to your club and work to raise at least \$1,000 by Spring 2020 to support Children's Health.
- ★ **Complete semester and activity reports.** Planning is an important key to the success of your fundraising efforts, and we want to know about all of the amazing activities your club completes. Did you raise \$200? Host an event? Sent an email about Changemakers to friends and family? We want to know! Use the Semester Plan and Activity Reports to plan and track your activity throughout the year. Then, submit your Activity Reports and Semester Plans to a Foundation Representative at the following Meet Up.
- ★ **FOR LEADERS ONLY: Recruit two or more new members.** There is power in numbers, and **Changemakers for Children's Clubs** work together to fundraise, lead and take action to make life better for children. Use the **Changemakers for Children's** sign-up sheets to get new people to join. Then, submit those sheets with your Activity Reports so that we can add them to our database of supporters.
- ★ **Attend a Children's Health event with one friend or family member.** To learn more about the mission you support, you'll get insider access to all volunteer and informational events hosted by Children's Medical Center Foundation. To help raise awareness for the cause of Children's Health, invite a friend or family member to join you! Check out the Events List to find an event that looks interesting to you, and make sure to track it on your monthly Activity Report.
- ★ **Attend Changemakers for Children's Meet Up's.** Throughout the year, the Foundation will host Meet Up's so that Changemakers from Dallas and Plano can connect with one another, share stories and accomplishments, and hear from special speakers. You'll be required to attend at least two Meet Up's per semester.

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## What's Next...for Members?

For Members, you have a passion to fundraise and raise awareness to make life better for children. You know the hard work and effort it takes to get things DONE... all for a great cause. Ready to register as a Changemaker Member? Here's a quick checklist of what you'll need to do to officially register with **Changemakers for Children's**:

- ★ Visit [give.childrens.com/changemakers-for-childrens/member/](https://give.childrens.com/changemakers-for-childrens/member/)
- ★ Register online as a Member.
- ★ Be ready to fundraise, lead and take action with passion!
- ★ Attend events, activities and Meet Ups to stay connected to the mission.

## What's Next...for Leaders?

For Leaders, you know what it takes to start a club at your school or home and have peers who are ready to join in for the cause of Children's Health. Ready to register? Here's a quick checklist of what you'll need to do to officially register with **Changemakers for Children's**:

- ★ Visit [give.childrens.com/changemakers-for-childrens/leader/](https://give.childrens.com/changemakers-for-childrens/leader/)
- ★ Register online as a Club Leader.
- ★ Recruit two or more Changemaker Members.
- ★ Decide on a Club Affiliation (i.e. school or home).
- ★ Register your Club at [give.childrens.com/changemakers-for-childrens/club/](https://give.childrens.com/changemakers-for-childrens/club/)
- ★ Be ready to fundraise, lead and take action with passion!
- ★ Attend events, activities and Meet Ups to stay connected to the mission.

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# Kicking Off

You might be wondering, where do I begin? With Changemakers for Children’s resources and toolkits - along with the help of your Foundation representative - you’ll have everything you need to get started. Remember that these are YOUR fundraising and advocacy goals and YOU are the decision maker. Here are some important tips you can take to get things going:

- ★ **LEADERS: Get your club approved.** Students drive **Changemakers for Children’s Clubs**, so you’ll need to figure out the steps to getting your club approved at your school. Work with a School Advisor to learn the requirements for clubs at your school and get your club approved. Then, coordinate to reserve a place to hold your meetings. If you need your Foundation Representative to vouch for your Club approval request, don’t hesitate to reach out for support! If you’d like to start a club outside of your school walls, contact your Foundation representative for support.
- ★ **LEADERS: Organize your first meeting.** Planning and organization are important keys to the success of your **Changemakers for Children’s Club**. Make sure you set an agenda (see page 7), send reminders, and print sign up sheets to collect everyone’s information.
- ★ **Set goals.** Start by determining what you want to accomplish for the year. For members, you have a goal of raising a minimum of \$500, and for Leaders, \$1,000. Remember, it’s not just about the dollar amount. Figure out the “why” behind your philanthropic efforts that will keep you motivated along the way. For Clubs, at your first meeting you may want to also include icebreakers to get to know one another, deciding roles and responsibilities for each Member (page 6) or educating members on the cause of Children’s Health.
- ★ **Create a plan for the year.** For Members, figure out what fundraisers and events you’d like to host or attend and put them on the calendar! For Clubs, do the same, and after your first meeting, you’ll need to follow up. Stay in communication with your Club peers, set regular meeting times and map out what you want to accomplish over the course of the semester/academic year (see page 10).
- ★ **Explore fundraising ideas.** Explore different fundraising activities and events (see page 8, 12) that you can host and attend for the semester that are meaningful to you!

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## Resources - Club Member Roles

### ★ Leader

1. Call, preside over and adjourn all meetings of the club
2. Oversee all club meetings, fundraisers and volunteer/event activities
3. Submit Semester Plan and Activity Reports to Foundation representative

### ★ Co-Leader

1. Assume duties & responsibilities of the Leader if they are unable to do so
2. Preside over the meetings when Leader is not able to attend
3. Assist the Leader in all club activities and take on other duties as required

### ★ Administrative Officer

1. Record minutes of all club meetings and make minutes available to members
2. Record and keep track of club activities on the Activity Reports and Semester Plans; submit on the Changemakers for Children's Community online hub as required.
3. Maintain a membership list of all official members and submit to Foundation representative.

### ★ Fundraising Officer

1. Manage all fiscal matters related to the club
2. Help plan and organize all club fundraisers
3. Communicate with the Foundation representative and school financial office (as needed) with matters pertaining to funds for the club

### ★ Public Relations Officer

1. Publicize all club activities
2. Attend all club activities and record events via photography, video, etc.
3. Maintain any media that is shared on the club's website, Facebook, Instagram, etc.

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# Resources - Sample Meeting Agenda

## SAMPLE MEETING AGENDA

Tuesday, September 25 / Classroom 501

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|--------------------|--|
| <b>4:00 - 4:05</b> | <b>Meeting Called to Order</b><br>President introduces new guests or members   |
| <b>4:05 - 4:10</b> | <b>Roll Call</b>   |
| <b>4:10 - 4:15</b> | <b>Administrative Officer's Report</b><br>Administrative Officer gives recap of last minutes and activity update                                       |
| <b>4:15 - 4:20</b> | <b>Fundraising Officer's Report</b><br>Fundraising Officer provides a fundraising report and activity update   |
| <b>4:20 - 4:30</b> | <b>Committee's Report</b><br>Other officers report on publicity, events planning, etc.   |
| <b>4:30 - 4:50</b> | <b>Activity/Educational Program</b><br>Club member gives a presentation, shares a patient story, or activity related to the cause of Children's Health |
| <b>4:50 - 4:55</b> | <b>Wrap Up</b><br>Final announcements and assignments  |
| <b>4:55 - 5:00</b> | <b>Q&amp;A</b>   |



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# Resources - Fundraising Toolkit

By fundraising for Children’s Health, you have the opportunity to make a difference in the life of every patient that walks through our hospital’s doors. Read through our step-by-step instructions on how to kickstart your fundraising efforts.

## Choose your fundraising challenge.

Changemakers for Children’s has a number of suggested fundraising opportunities to get you started. With each fundraiser, you can create a personal fundraising page to collect donations and track your progress. Check out a few of our upcoming fundraising opportunities:

**Aug. 11 - Sept. 19**

### **North Texas Giving Day Digital Campaign**

North Texas Giving Day is an 18-hour giving day where hundreds of non-profits participate to raise awareness and funds for their important cause. Children’s Medical Center Foundation invites you to participate in a digital fundraising campaign to help make life better for children. Learn more at [childrens.com/givingday](http://childrens.com/givingday) to create your own FUNdraising page and get started!

**November 7**

### **Cape Day**

The most courageous superheroes can’t be found on the big screen. They’re right here at Children’s Health<sup>SM</sup> battling cancer, heart disease, trauma and more. That’s why we’re calling upon you to join the RED BALLOON<sup>®</sup> LEAGUE, a group of people helping our superheroes in the hospital. We invite you to wear or sponsor a cape for a patient on Nov. 8 to show your support and celebrate our toughest warriors. Visit [give.childrens.com/capeday](http://give.childrens.com/capeday) for more information.

You can also create your own fundraiser – like a bake sale or a car wash. Check out our **Fundraiser in a Box** at [give.childrens.com/changemakers](http://give.childrens.com/changemakers) to get some inspiration and pick the activity that’s right for you!

## Set a fundraising goal.

Once you decide on a fundraiser and create your personal fundraising page, you’ll set a fundraising goal for yourself or your Changemakers for Children’s Club. A goal helps supporters rally around your cause, and it will help keep you focused as you begin putting your fundraising

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plan in action. No matter how big or small your goal is, every donation will make a difference in the life of a child. But remember, when you shoot for the moon, you'll land among the stars.

## **Identify your network of support.**

There are more than a handful people in your sphere of influence who can help you reach your fundraising goal. This doesn't have to be just people who can donate – it may include local businesses that can provide items for your fundraising activities or friends that can help you plan an event. More than just friends and family, think of people like your coach, doctor and teachers. Many people want to give to a great cause, they simply need to be asked!

## **Start asking for donations.**

It's time to start fundraising! Reach out to your family, friends and social networks as you start asking for donations. You can craft a fundraising email, write a fundraising letter, post on social media, and reach out to local business. Check out [give.childrens.com/changemakers](http://give.childrens.com/changemakers) to see some examples of effective fundraising communication.

## **Follow up.**

Following up is the most important step in your fundraising. An effective fundraiser keeps on asking and you may have to ask someone to donate seven times before they actually do so! An easy way to follow up is to provide an update on your progress by letting people know how much you've raised so far or that you're close to your deadline. Your family and friends will be excited to follow your progress, so feel free to share pictures of your event preparation. Every message will serve as a reminder that they can still donate to your cause. Finally, remember to say thank you! A personalized note goes a long way in expressing your gratitude.

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# Changemakers for Children's

## Semester Plan

The best way to make sure your fundraising efforts are successful. Use this semester plan to define your goals for the semester and how you will reach them. Remember you need to raise \$500 if you're a Member and \$1,000 if you're a leader, attend or volunteer at one Children's Health event, and attend two Meet Up's per semester.

Goals for Semester

Month	Activity

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## Changemakers for Children's

# Fundraising Activity Report

2019 - 2020

The best way to fundraise effectively is to stay organized. Use this fundraising activity worksheet to plan your activities and keep track of dollars raised.

Date	Activity	Dollars Raised

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# Fundraisers, Events and Meet Up's Calendar

September 8

## Changemakers for Children's Meet Up - Plano

Mark your calendars and stay tuned for more information.

Aug. 11 - Sept. 19

## North Texas Giving Day Digital Campaign

North Texas Giving Day is an 18-hour giving day where hundreds of non-profits participate to raise awareness and funds for their important cause. Children's Medical Center Foundation invites you to participate in a digital fundraising campaign to help make life better for children. Learn more at [childrens.com/givingday](http://childrens.com/givingday) to create your own FUNdraising page and get started!

October 6

## Changemakers for Children's Meet Up - Dallas

Mark your calendars and stay tuned for more information.

October 20

## Volunteer at The Zone at Children's Medical Center Dallas

Mark your calendars and stay tuned for more information.

November 3

## Changemakers for Children's Meet Up - Plano

Mark your calendars and stay tuned for more information.

November 7

## Cape Day

The most courageous superheroes can't be found on the big screen. They're right here at Children's Health<sup>SM</sup> battling cancer, heart disease, trauma and more. That's why we're calling upon you to join the RED BALLOON<sup>®</sup> LEAGUE, a group of people helping our superheroes in the hospital. We invite you to wear or sponsor a cape for a patient on Nov. 8 to show your support and celebrate our toughest warriors. Visit [give.childrens.com/capeday](http://give.childrens.com/capeday) for more information.

December 1

## Changemakers for Children's Meet Up - Dallas

Mark your calendars and stay tuned for more information.

December 15

## Volunteer at Santa's Workshop

Stay tuned for more information.

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**Now that you have everything you need, let's make a change! Know that as you fundraise, lead and inspire action for the cause of Children's Health, you're making a meaningful change in the life of every patient that walks through the hospital's doors.**



**Thank you for choosing to make life better for children!**