

2020 Telethon 31 Day Challenge



Join the 31 day challenge!

A virtual fundraising event that mobilizes participants to take on a 31 day challenge in the month of August in support of Penn State Children's Hospital and Children's Miracle Network's 36th annual Telethon.



Register

Choose from one of 4 participant types and set up an online fundraising page.



Pick a challenge

Choose your activity and select your milestone goal.



Raise Funds

Use your online fundraising page to track your challenge journey, share your story and collect donations.

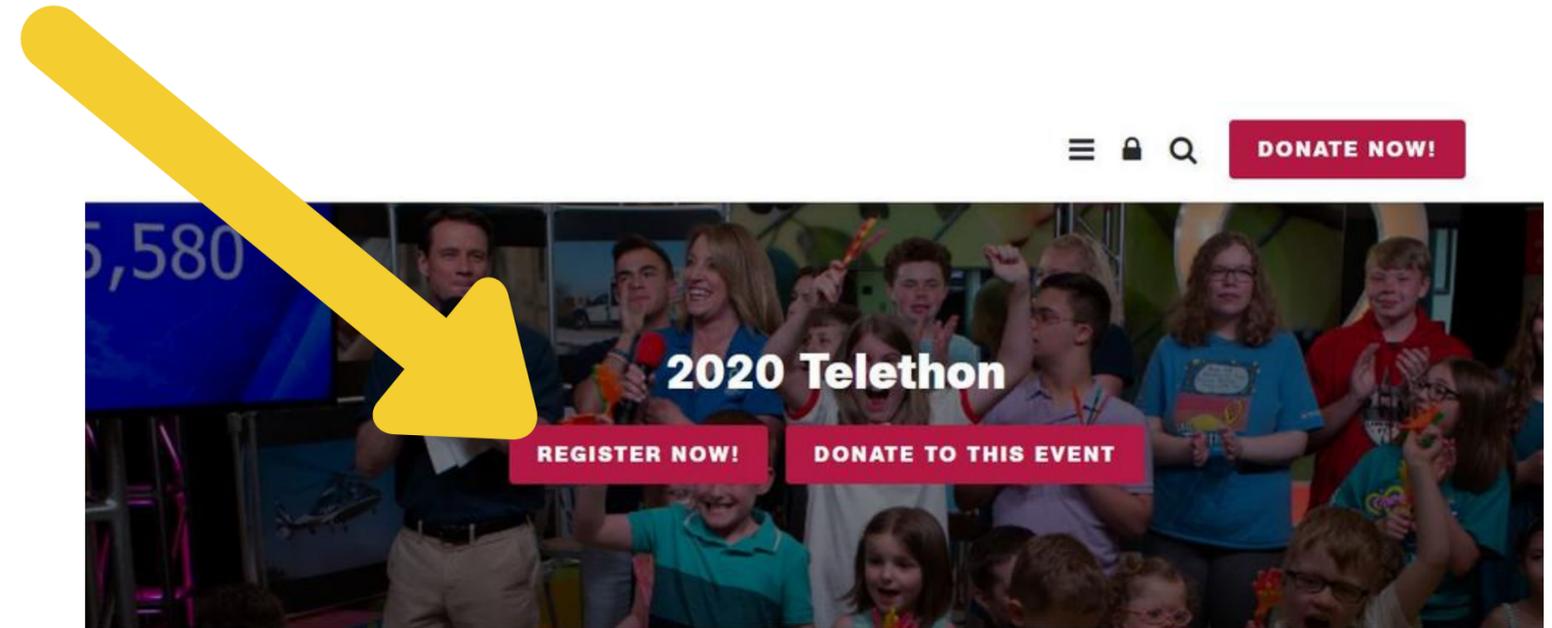


Get moving!

Your challenge begins August 1.

Register

- Visit cmnhershey.org/Telethon20
- Click "Register Now"
- Select your participant type
- Join or start your team
- Set up your fundraising page



\$1,940 Raised

Goal \$50,000

August 31 - September 3 | WGAL8

Tune in to our 36th annual Telethon

Due to COVID-19, Telethon has been rescheduled from June 1, 2020 to August 31 - September 3, 2020. Tune in throughout the week to be inspired by our Miracle Children and their incredible journeys. Telethon will conclude with a one-hour special on Thursday, September 3 at 7 p.m.

While many things are uncertain right now, there is one thing we're sure about – kids can't wait. Every day, kids continue to need life-saving surgeries and treatments at Penn State Children's Hospital. Even though Telethon will look different this year, our goal is the same – to save kids' lives and improve their quality of care.

How to Support Telethon

Pick a Challenge



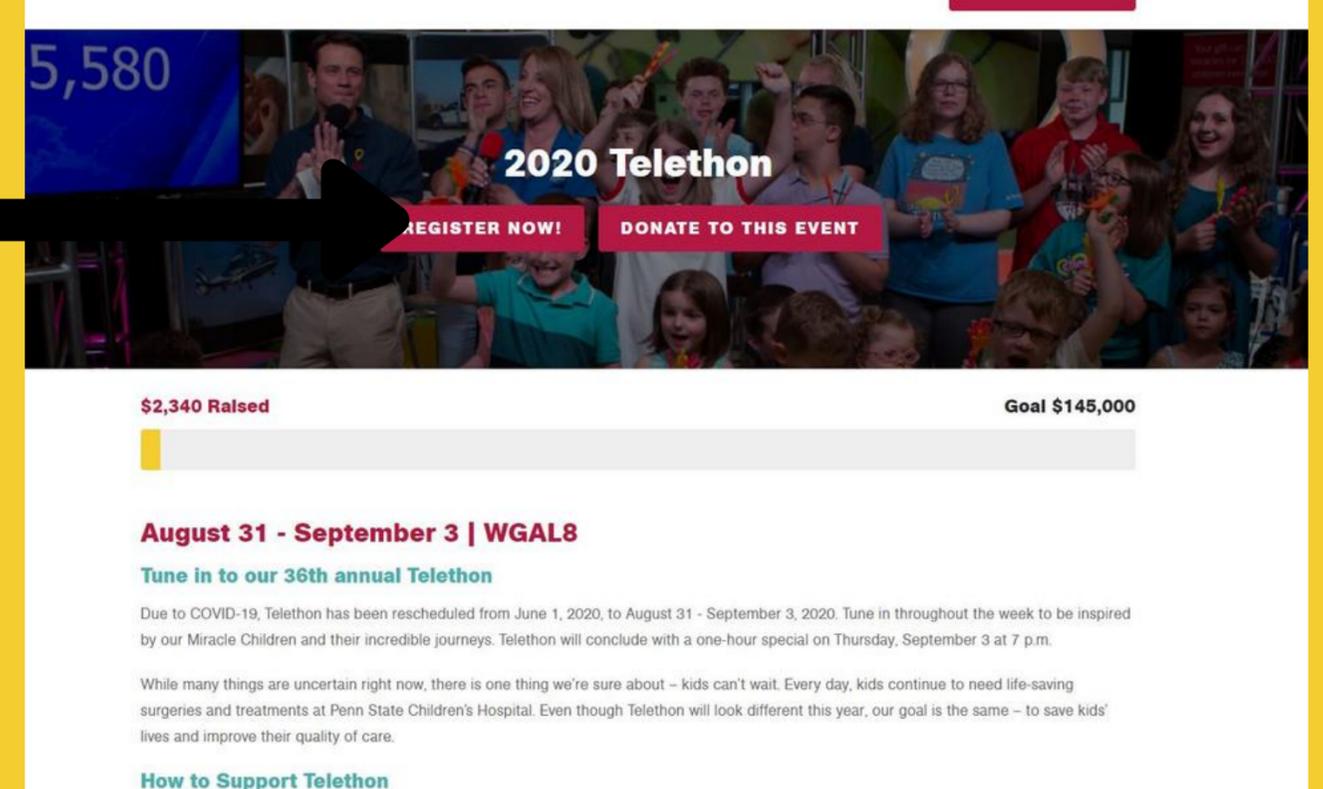
Pick your Milestone

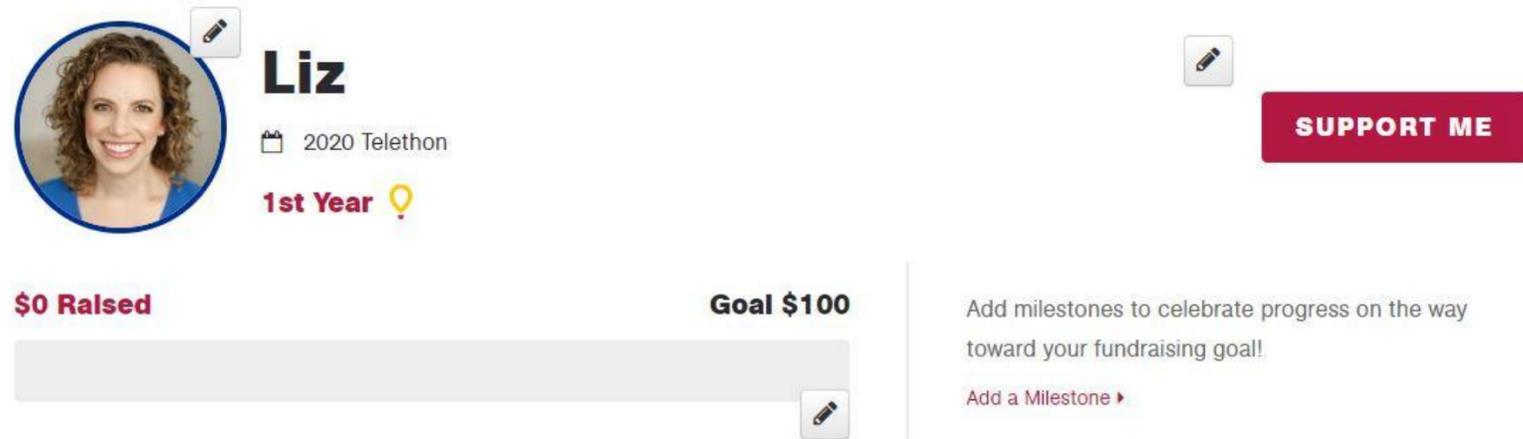
31, 62 or 100



Create your page

- Click "Register Now"
- Our website will walk through the step by step process.
- Select your "Participant Type"
- Select to fundraise as an "individual". Or you can join or start a team.





Liz
2020 Telethon
1st Year

\$0 Raised **Goal \$100**

Add milestones to celebrate progress on the way toward your fundraising goal!
Add a Milestone ▶

SUPPORT ME

Stream your fundraising
Add your stream from YouTube, Twitch, and Mixer to take your fundraising to the next level!

ADD STREAM [Maybe Later](#)

INCENTIVES
Set up donation incentives to encourage donors and reward them for their support!
Add an Incentive ▶

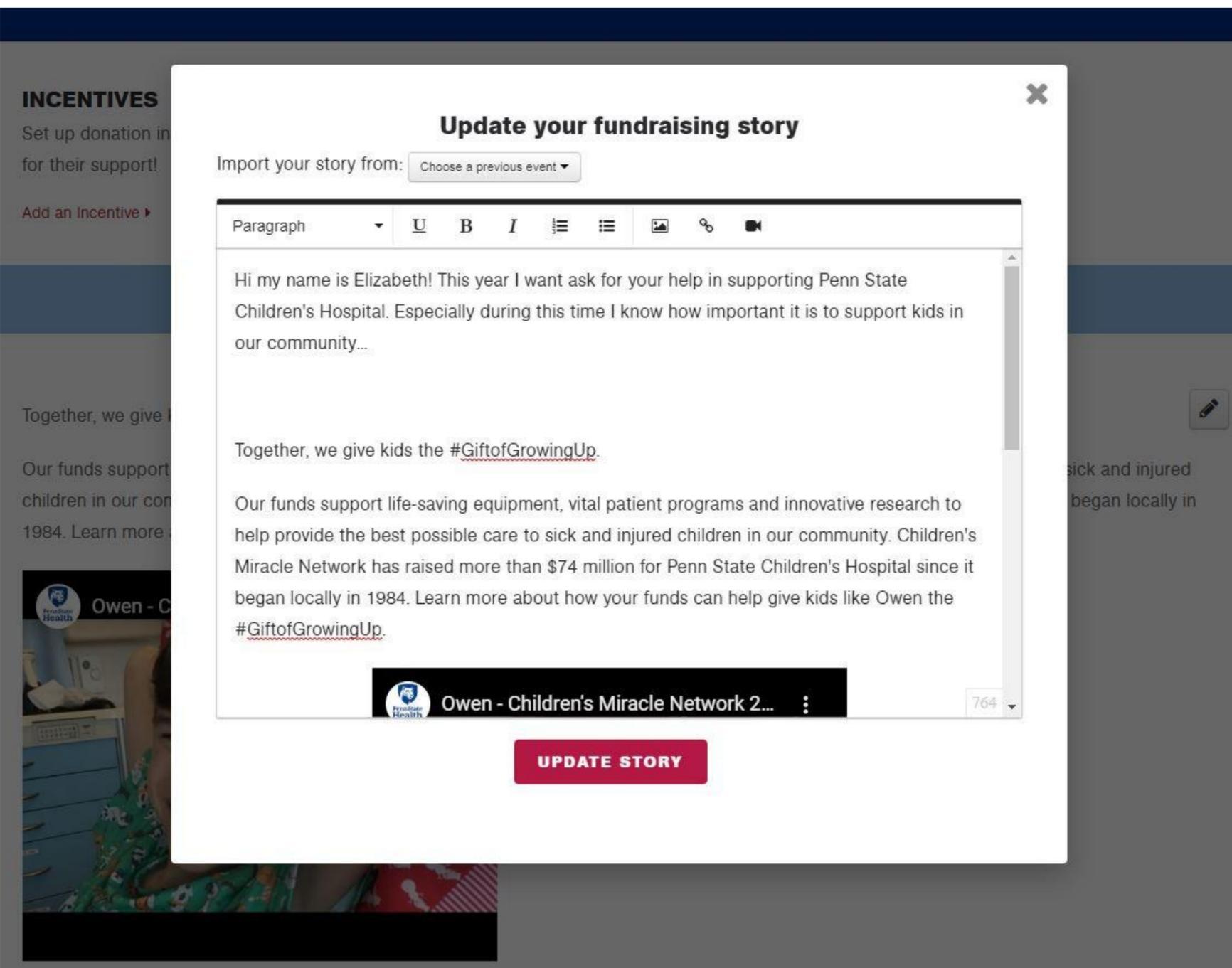
MY BADGES [See All Available ▶](#)

Customize your page

- Now once you have set up your fundraiser the time has come to customize your page.
- Your page is 50 x more likely to receive donations if you have it customized.
- When you log onto your fundraising page you will see little pencil icons that indicate that field can be customized.
- Most things can be customized, you can add a profile picture, text video, or pictures.

Share your story

Use your online fundraising page to track your challenge journey, share your story and collect donations.





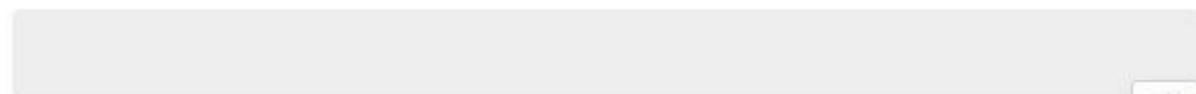
Liz

📅 2020 Telethon

1st Year 📍

\$0 Raised

Goal \$100



Raise Funds

Ask for donations for every mile you run, every cake you bake or every milestone you hit in your challenge journey.

Get moving!

Your challenge starts August 1.

Post your progress on social media using
#CMNHershey and #Telethon2020



Sample Post



Create Post | Photo/Video | Live Video | Life Event

 I'm on the treadmill today, sometimes I'm wearing a weighted vest. Sometimes, I'll add a steep incline. On August 1st, I'll also be walking with purpose. I'll be walking for Children's Miracle Network Hershey and Penn State Children's Hospital. Our mission is to help give kids the [#GiftofGrowingUp](#). Since public events are canceled in my area, the walk will be virtual. Nowadays, many people - and thus many kids - need help more than ever. Because [#KidsCantWait](#). I firmly believe that even if we are stuck at home, there are still ways to make the world a better place. Join me in pledging support for my 31-Day Challenge for Telethon. You're literally a few clicks away supporting kids at . Have a wonderful weekend, everyone! [#CMNHershey](#) [#Telethon2020](#)

Photo/Video | Tag Friends | GIF | ...

A challenge for everybody

Commit to completing a challenge, 31, 62 or 100 times, the possibilities are endless!

- Creative challenge
 - Draw, sing, paint, sculpt or create anything! 31, 62 or 100 pictures, handmade bracelets or anything!
- Food challenge
 - Set yourself a baking or cooking challenge. Whether it's a challenging number (think of baking 100 pies!) or a recipe you'd love to try.
- Eating
- Gaming
 - Commit to play games for 31, 62 or 100 hours. You can even live stream on your fundraising page. Video games, board games or outdoor games. Put that bocce ball set to the test!
- Physical challenge
 - Jump rope, handstand, dancing, swimming laps, walking around your yard, stairs taken, pushups ...the sky is the limit!

Kid friendly challenges

- Read 31, 62 or 100 books
- Write 31, 62, or 100 thank you notes for CMN (our team can help distribute these)
- Yo-yo challenge
- Bubble gum balloon popping challenge
- Learn 31, 62 or 100 new words, facts, world capitals, or animals
- Acts of kindness
- Build it! Out of Legos or another building materials

Kids helping kids!

PSECU is the official Kids Helping Kids sponsor and will be matching all gifts from kids up to \$5,000!

Thank you!

