



## Walk for Wishes Fundraising Steps for Success

Use these simple tools to ensure a successful walk team!

### TEAM BUILDING TIPS

#### **BUILD A TEAM!**

There's strength in numbers! No one is going to join your team if they don't know it exists!! If you want your team to grow, it's up to you to spread the word! Recruit family, friends, neighbors, school contacts, co-workers and community organizations to walk and raise money through your team!

- Have your child's teacher send home walk information to parents.
- Involve your local church, synagogue and ask them to make an announcement about the Walk for Wishes in their weekly bulletin.
- Attend your child's school PTA meeting, speak to attendees and encourage them to join you.
- Do a poster blast and ask your local gym, supermarket, bank, library, hair salon if you can display posters, postcards, etc...
- Get your company involved and hold an informative lunch to recruit employees.
- Use your company newsletter to share information about the Walk for Wishes.
- Ask local groups to support you...Are you a member of the VFW, Rotary Club, Junior League, Chamber of Commerce or other service organization? Word of mouth is key!
- Promote the Walk for Wishes on your Facebook and Twitter page!
- Add a customized signature to your email account and link to your fundraising page.

Each team member must register individually.

Show your team spirit by walking in matching team shirts or hats and carrying banners and signs to support the Make-A-Wish mission! Tell your story and put a picture of the person you are walking for on your shirt. If you need the Make-A-Wish Foundation of New Jersey logo for your team shirts please contact Cynthia Carway at 908-964-5055 or by email at [ccarway@wishnj.org](mailto:ccarway@wishnj.org).

#### **How to Recruit 10 Walkers in 10 Days**

- |        |                       |
|--------|-----------------------|
| Day 1  | Sign Up Yourself!     |
| Day 2  | Ask your Spouse       |
| Day 3  | Ask a Relative        |
| Day 4  | Ask a Co-worker       |
| Day 5  | Ask a Friend          |
| Day 6  | Ask a Neighbor        |
| Day 7  | Ask a Classmate       |
| Day 8  | Ask another Friend    |
| Day 9  | Ask another Relative  |
| Day 10 | Ask another Co-worker |

# FUNDRAISING IDEAS

Use these simple tools to increase your fundraising totals from \$125 to \$1,250!

## Host a wrap-around event to raise money for your walk team.

Wrap-around events are fundraisers you can hold before the Walk for Wishes to raise extra funds and increase awareness of the event. Below are some examples of wrap-around events that you can hold:

**Dress down day** – For a donation, employees and/or students can come in casual for the day!

**Star Sale Campaign** – Sell Make-A-Wish magnetic car stars or paper stars and hang around your office or school lunchroom. Contact the MAWFNJ office to order stars.

**Car Wash** – Charge a flat rate for a car wash and wear your walk t-shirts while you wash!

**Restaurant Night** – Get your local restaurant involved and ask them to donate a portion of the day's sales to your cause. Educate servers about the Walk for Wishes and have them wear a "Ask me about the Walk for Wishes" sticker in the months before the event.

**Bake Sale** – Ask everyone at work or school to bring in a baked good, sell during lunch or after hours.

**No Bake Sale** – In lieu of baked goods, ask supporters to make a donation to not have to bake something! It's calorie free!

**Coin Drive** – Place containers in each department or classroom. Ask everyone to contribute spare change for a week or month period of time. Give the winner a prize such as a pizza party or ice cream social.

**Roll your change** – Have spare change lying around the house or on the bottom of your purse? Roll it up, bring it to the bank and cash it in. Every little bit helps!

**Block Party** – Have a neighborhood block party, have everyone make a dish, provide music and charge admission.

**Book Sale** – Dust off your old books and have a book sale.

**Party with a purpose** – Host a party in your home, contact a rep from Lia Sophia, Avon, Tastefully Simple, Stampin Up and ask them to donate a portion of sales.

**Movie Night** – Host a movie night at your local hall or park. Charge admission to drop off your kids for a night of movies, pizza and games.

**Vacation Days** – Hold a raffle drawing for an extra vacation day and advertise in your company newsletter.

**Create a cookbook** – Get your friends/family to submit their favorite recipe and put together a cookbook! Everyone needs new recipes and why not cook for a good cause?!

**Yard/Garage Sale** – Gather up all unused items and invite some neighbors and friends over to raise money. Make sure to let your customers know that their money will be donated.

**Karaoke Night** – Who cares if you can't carry a tune! Spend a Friday night at a Karaoke Bar and sing your guts out! Have the announcer tell the crowd you are singing for donations.

**Benefit Concert** – If you know a band, ask them if they will be willing to play for donations. When people come in to see them either charge admission or ask for a donation.

**Sports Clinic** – Good at a sport of some sort? Host a clinic (soccer, basketball, softball, football, etc.) and charge a registration fee.

**Sports Tournament** – host a tournament, any game of your choice and charge a fee per person or team.

**Babysit/Pet Sit** – Offer your services to watch over your neighbor or family friend's children or pets while they are away and your pay is their donation.

**Barbeque Contest** – Host a BBQ cook off with friends and neighbors. Charge an entrance fee to the cooks and a smaller fee to the participants eating. This is fun for everyone, especially those who love to eat!!

**Bargain Basement Evening Gowns** – Have those old bridesmaid dresses and prom dresses that sit in the closet and take up the most room? Host a sale or eBay them, people are always looking for those antique dresses.

**Happy Hour Party** – Invite all of your friends (and their friends) out to autograph your shirt that you will wear to the walk for a price, like \$5.00 per signature.

**Mow-A-Lawn** – This one is great for the teenagers! Check with neighbors and friends and see if you can mow their lawn for a donation.

**Neighborhood Chores** – Like to do handy work around the yard or house? Place signs around your neighborhood advertising your services (painting, watering gardens, sweeping, raking leaves, etc)

**eBay** – This is similar to the garage/yard sale, but the items from you and your friends can be auctioned off online.

**Game Night** – Get out those board games and start playing! Break into teams and let all of the fun begin!

**Beautiful Baby Contest** – Everyone loves a beautiful baby. Have friends, co-workers, and neighbors sign their baby up for the contest for a fee.

**Field Day** – Remember those days of running outside and play games? Who says you can't do that now and raise money at the same time! For an event like this you can charge a flat fee to participate or you can charge per event, like 3 legged race, water balloon toss, tug of war, etc.

**Grab Bag** – Put together a collection of items (anything you want) in bags and make sure no one can see what is inside. Charge a flat fee per item that they grab out of the bag. The surprise is they never know what they will get!

**Pancake Breakfast** – This is easy and inexpensive. See if a hall or a school cafeteria will allow you to use their facility. Charge a flat entrance fee.

**Fashion Show** – Get your friends together and head to the closet! Pick out outfits to show off, or if you know someone that can sew, maybe make some new outfits and show them off at a fashion show.

### Utilize the Online World!



Social networking sites like Facebook, Twitter, LinkedIn make it easier than ever to reach out to your network of friends, family and business associates! Let everyone know you are participating in the Walk for Wishes by posting Walk information on your pages. Post as a status update or on your friends walls. This is a great and easy tool to increase participation and fundraising!

#### Suggested Facebook and Twitter Posts

- I am participating in the Walk for Wishes on (Date) at (location). Join me today! (Insert link)
- Want to help grant wishes to children in New Jersey? Join me and Walk for Wishes! (Insert link)
- Who's ready to Walk/Run for a great cause?! Join my team and help grant wishes to New Jersey children! (Insert link)
- I'm doing something amazing on (date) What will you be doing?? Join my team and walk with me to grant wishes to NJ children! (insert link)
- Instead of sleeping in on (date), join me to Walk for Wishes! (insert link)
- Your donation can make a huge difference in the life of a child! Please support me as I Walk for Wishes! (insert link)
- Join The Make-A-Wish Foundation of New Jersey as we walk in the 2010 Walk for Wishes event on (date) at (location). Please help us share the power of a wish! (insert link)
- Walk with me to make a difference in the life of a child! (insert link)
- Share the power of a wish in a simple stride! (insert link)

## Conduct a letter writing campaign!

Letter writing and email campaigns are the most effective fundraising methods! Share the mission and ASK, ASK, ASK!! Send out a personal email to friends, family, coworkers, classmates, people who have donated to you in the past etc. asking them to make a donation and join you on Walk Day Upload your personal address book and send emails through the simple email system, "Friends Asking Friends." Use the letter that has been provided or write your own!

Make sure to tell them:

Why you are participating in the Walk for Wishes

How they can help by walking for wishes

How easy it is to get involved!

Include pictures of yourself, your team or the person you are walking for!

### Sample email:

*This fall I am walking/running in the Make-A-Wish Foundation's 2011 Walk for Wishes on <date> at <location> and I invite you to join me! Hundreds of walkers will be coming together in an effort to raise money for the Make-A-Wish Foundation of New Jersey.*

*The Make-A-Wish Foundation of New Jersey grants the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy. All proceeds from the "Walk for Wishes" will provide the resources necessary to ensure that no medically-eligible child in New Jersey goes without a wish.*

*There are several ways you can become involved. First I would like to invite you to join my team and become a walker yourself, simply click on the link below and sign up as a team member under <Team Name>. As a team member you are asked to raise \$125 for wishes. If you are unable to participate in the "Walk" but still believe strongly, as I do, about the "Power of a Wish" you can also follow the link below to donate money toward my overall fundraising goal.*

*Your assistance in any way possible is very much appreciated. Every day people wonder how they can make a difference in today's world. Please know that through your participation you can make a significant difference in the life of a child with a life-threatening illness. A wish gives a child the chance to forget treatments and hospital stays as they plan their own unique wish, anticipate it, experience it to the fullest, and then relive it through happy memories that will sustain them and their family through the days ahead.*

*Thank you for believing in and supporting this important mission!*

Don't forget to say thank you! Whether someone supports you or not a simple thank you might leave the door open for support next year!

## Ask for Matching Gifts!

Many companies have matching gift programs where they will match your contribution. Talk to your HR department about matching your walk donations. It could double your donation!

## Who else can I ask to contribute to my fundraising efforts?

Friend	Family	Co-Worker
Doctor	Dentist	Hair Stylist
Lawyer	Dry Cleaner	College Roommate
Personal Trainer	Gardener	Client
Neighbor	Classmate	Boss
Teammate	Church Group	Babysitter
Accountant	Manicurist	Coach

## How To Raise \$125 In 10 Days

Day 1	Put in Your Own \$15 Contribution	\$15
Day 2	Ask Your Spouse for \$15	\$30
Day 3	Ask Your Supervisor for \$10	\$40
Day 4	Ask a Coworker for \$10	\$50
Day 5	Ask a Friend for \$15	\$65
Day 6	Ask a Neighbor for \$15	\$80
Day 7	Ask a Relative for \$15	\$95
Day 8	Ask another Coworker for \$10	\$105
Day 9	Ask Your Local Market for \$10	\$115
Day 10	Ask Your Dry Cleaner for \$10	\$125

### Stay Informed!

The mission of the Make-A-Wish Foundation of New Jersey is to grant wishes to children with life-threatening medical conditions to enrich the human experience with hope, strength and joy. Each year, close to 500 children in the State of New Jersey experience the magic and power of a wish. It is through the incredible generosity of our contributors, the dedication of our volunteers and the tireless support of our staff that each of these wishes becomes a reality.

A wish begins once a child is referred to our organization. With the approval of the family, anyone can refer a child, whether it's a parent, a teacher, a medical professional, a social worker, a friend or even the child. Upon receiving the referral, a confidential discussion with the child's doctor is held to determine whether the child is medically eligible to receive a wish. Medical eligibility is based on the medical criteria established by the Make-A-Wish Foundation® of America and includes a broad range of life-threatening illnesses. Once medical eligibility is established, our volunteers and staff take over from there. A volunteer team contacts the child's family and sets-up an initial visit. The magic of a wish begins on that visit when our volunteers ask the child one simple question... The limitless answers, especially when fueled by a child's imagination, are the very essence of what we do. Some children have an immediate answer. Others need time to think about it. Regardless of how unique or seemingly impossible, our volunteers and staff go to great lengths to make the dream a reality and to make the wish the most magical of moments in the child's life.

### What Can a Child Wish For?

While there are some restrictions in place to protect the safety of our children, a child's wish is only limited by his or her imagination. Wishes usually fit into one of the following categories:

#### ***I wish to go***

Some Make-A-Wish® kids want to travel to their favorite theme park, while others want to visit an exotic beach, go on a cruise, see snow for the first time, or attend a major sporting event or concert.

#### ***I wish to be***

Children search the depths of their imagination when they wish to be someone for a day - a fireman, a police officer, or a model, for instance.

#### ***I wish to meet***

Many want to meet their favorite athlete, recording artist, television personality, movie star, politician, or public figure.

#### ***I wish to have***

Children often wish for a special gift, like a computer, a tree house, a shopping spree, or something that they have coveted for a long time.

The Make-A-Wish Foundation is the largest wish granting charity in the world, with 65 chapters in the United States and its territories and 33 International affiliates on five continents. Our National office is located in Phoenix, Arizona. The New Jersey Chapter, founded in 1983, is celebrating its 28th year of making dreams a reality for seriously ill children. Since 1983 our Chapter has granted close to 7,000 wishes to children in the Garden State.

Quick facts about the Make-A-Wish Foundation of New Jersey:

- Last year we granted 478 wishes
- 64% of total wishes requested in 2010 were travel-related (Disney World, Disneyland, Disney Cruise, International, Caribbean, Continental U.S. and Hawaii)
- 80% of all revenue is directed towards Wishgranting
- Wishes are granted for children between the ages of 2 1/2 and 18 years of age
- Average cost of a wish is \$7,550
- Over 275 Active volunteers throughout the state

### **Collect Pledges**

As you are collecting your pledges you may run across a few questions. Here are a few bits of information to make collecting your pledges and donations quick and painless:

- Please turn in donations as you get them; donations can be mailed to the MAW office or made via the website. You can also keep your donations in the envelope you receive and hand in on Walk Day.
- When collecting pledges before the walk, place all pledges in the envelope provided by MAW. On the day of the walk, turn in the envelope with this money.
- Any pledges you mail into or drop off at the Union office before or after the walk MUST include your Name, Team Name, and/or Team Captain Name.
- The Make-A-Wish office is here to support you! You can contact us at any time for brochures to distribute, posters to hang, stars to sell, and any other materials you may need to fundraise.

### **For more information contact:**

Cynthia Carway  
Director of Special Events  
Make-A-Wish Foundation of New Jersey  
phone: 800-252-9474 or 908-964-5055  
email: ccarway@wishnj.org