

Kicking off our **35th** anniversary!

Make-A-Wish[®]

WOW

★ WONDER OF WISHES ★

ALASKA AND WASHINGTON

Thursday, October 22, 2020
12 – 1 p.m.

Live streaming online

FREE registration
(suggested minimum donation
during the program of \$150)

Thank you for being a **WOW: Wonder of Wishes Team Captain!**

Like baseball, wish granting is a team sport. For 35 years, we have been scoring runs for wish kids thanks to the players on the field: **you!** Your time and energy are invaluable in making this event possible, and we are so grateful. You are an integral part of sharing the Make-A-Wish mission with our community.

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WOW Goals

The success of this fundraising event is based on Team Captains recruiting a roster of players and providing Make-A-Wish with the opportunity to inspire them. With your help, we will:

- Introduce Make-A-Wish to a new audience of potential supporters
- Inspire 500+ attendees with our unique wish-granting mission
- Raise \$1,500+ from each team and \$240,000+ overall to fund life-changing wishes for local children with critical illnesses
- Strengthen our community of donors, volunteers and wish families

Links to Save

Team fundraising site: <http://akwa.wish.org/wow-team>

WOW details: <http://akwa.wish.org/wow>

RSVP site for those who do not donate in advance: <http://akwa.wish.org/wow-rsvp>

If you need any assistance, please email hgutkind@akwa.wish.org or call Hannah Gutkind at 206.623.5380.



I wish to meet Felix Hernandez

Cullen, wish granted 2008
juvenile rheumatoid arthritis and
respiratory disorder



TEAM CAPTAIN TIMELINE

Use this checklist as a guide to fill your roster and support your team. Let's play ball!

Innings 1-3; August 31st - September 20th

1st Inning

- Read through this Team Captain Playbook (don't miss page X with some great tips!).
- Begin drafting your story about why you support Make-A-Wish. See tips on page 5 of this playbook.
- Save the date and mark your calendar for the WOW Team Captain Kick-Off virtual event on September 21st.

2nd Inning

- Create your team page on akwa.wish.org/wow-team. See instructions on page 4 of this playbook.
 - Make a donation to your own page. This is important because it demonstrates to your team that you are committed to helping the cause. Research shows that people who donate to their own page raise more money as a team because it sets the stage for others to follow!
 - Personalize your team page. Let your team know why you support Make-A-Wish. People are happy to support a great cause, and they are compelled to give by you and your personal story of why you have chosen to support Make-A-Wish.
- Create your ideal team roster (those who you will ask to donate).
 - There's no limit to how many players you can have on your team! Who might be passionate about creating life-changing experiences for children with critical illnesses?
- Draft your team communication.
 - Write your own message or use the sample template provided on page 7 of this playbook.

3rd Inning

- Follow [Make-A-Wish Alaska and Washington](#) on Facebook for event updates and inspiration.
- Show your support by sharing this content on your own social media accounts.

Innings 4-6; September 21st - October 11th

4th Inning

- Tune in for the WOW Team Captain Kick-Off virtual event on September 21
- Recruit your team
 - Send a personalized email to your roster list asking them to donate to your page. Let them know the suggested donation is \$150.

5th Inning

- Follow-up. Check in with your potential teammates via phone call, text or email to confirm their participation.
- Plan to host a watch party during the virtual event. Create a WOW event appointment on your calendar to send to your team.

6th Inning

- Follow-up. Check in with your potential teammates.
 - Let your team know about the fun incentives and team challenges. Read more on page 3.
 - Tell everyone how much you love Make-A-Wish!
 - Share a wish story on social media.

Innings 7-9; October 12th - October 22nd



7th Inning

- Follow-up. Check in with your potential teammates.
 - Share a wish story with committed teammates.
 - Finalize watch party plans and share with teammates.
- 7th Inning Stretch: Stay tuned for a special video from local wish kids.

8th Inning

- Follow-up. Check in with your potential teammates.
 - Include fun facts about Make-A-Wish and its partnership with the Seattle Mariners on page 8.
 - Send final details to teammates including streaming link and watch party plans.
- Share a wish story.
 - Link to videos on youtube.com/user/MakeAWishAKWA
 - You can use the wish stories on page 6 of this playbook.

9th Inning

- Remind teammates that employers sometimes provide matching gifts. It's a simple way to double their donation for free.
- Send your team event reminders including the streaming links and how to join your watch party.
- TUNE IN to the livestream. The program will start at noon on October 22nd.

Extra Innings; Post-Event

- Thank your team and congratulate yourself on a job well done!
- Send thank you message to your teammates.
 - Add a photo of you tuning into the livestream.
- Remind your teammates to check with their company about matching gifts.
- Make-A-Wish will send all team players a thank you email and a voicemail on October XX.
- Everyone who gives a gift online will should receive a receipt by email at the time they made their gift.

CHALLENGES & INCENTIVES

Rally your team to compete in these challenges! Prizes will be awarded soon after the WOW program.

All Team Captains	- One autographed Seattle Mariners player card - One DIY pretzel kit from Auntie Anne's
Team Captains who reach \$2,500	One set of four Mariners tickets (main level or terrace club) for the first 25 Team Captains
Highest grossing team	Team Captain and players will be entered to win two round-trip Alaska Airlines first-class tickets
Team with most players (donors)	Team Captain will receive two round-trip Alaska Airlines coach-class tickets Players will be entered to win an autographed Dee Gordon baseball
Most Team Spirit*	Team Captain and players (donors) will be entered to win an 8" x 10" autographed Seattle Mariners picture



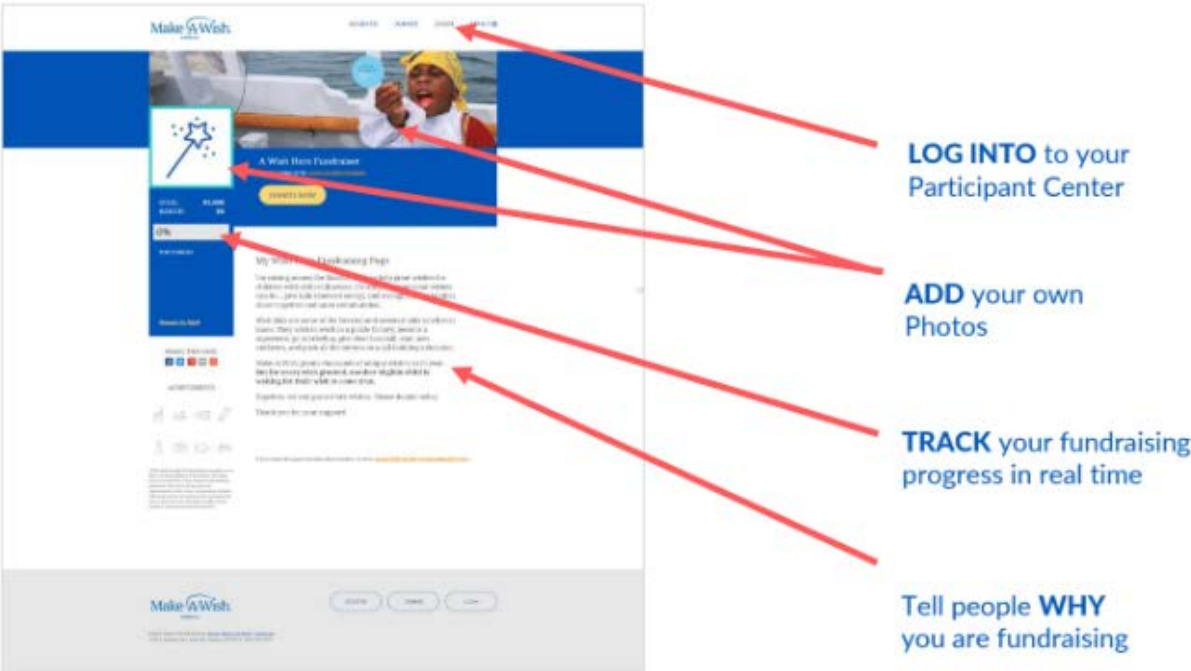
Top 25 players (donors)	<ul style="list-style-type: none"> - Donors will be entered to win an autographed Kyle Seager bat from the Seattle Mariners - Each donor will receive one autographed Seattle Mariners player card
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*For the Team Spirit award, take a screenshot during a team video conference call or make a collage of selfies showing off your team spirit. Send it to Dawn Draves at ddraves@akwa.wish.org by October 23rd for your chance to win!

SETTING UP YOUR TEAM FUNDRAISING PAGE

Use these instructions to create your team’s fundraising page. We’re here to help. Contact Jessica Quijada at jquijada@akwa.wish.org or 206.588.8959 with any questions.

1. Visit akwa.wish.org/wow-team.
2. Click on the Register button. Follow the prompts to create an account.
3. Then register to be a Team Captain. This will take you through the steps to set up your personal fundraising page.
4. When you want to return to the site to check your progress or make any edits to the page, you will log in (link in the upper right of the page). Then you’ll see your name and new links appear in the upper right. Click on My Participant Centers. Login in the top righthand corner.
5. From the Participant Center, click the “Personal Page” tab.
6. Personalize your page by making edits to the page title and text.
7. To change the photo on the page, switch from “Content” to “Photos” in the upper right. Then select “Choose File” to pick a photo that is specific to you.
8. Check out “Fundraising Tools” on the “Home” tab.



Tips for using the participant center:

- Once registered, you will have a “participant center” that provides you various tools and resources. You can engage your network with email and social media, update your page and track your fundraising progress—all from the participant center. You can also see milestones to reach at different fundraising levels.
- You can customize your team page by adding a photo and updating the text of the fundraising story. You are also able to shorten the team page’s URL to make it easy to share.
- From the participant center, you can import contacts and send emails to these contacts through the email tool.
- You can also create messages that will be seen by their team members.
- You can send thank you emails to your donors.
- Tip! Always send yourself a copy of your emails sent from the Participant Center. Personalization to the templates will not be saved.

IDEAS & TIPS

Tell your story

Your friends and family want to know why Make-A-Wish matters to YOU. Include your story on your fundraising page and in your team invitation emails. Here are some tips to help tell your story.

- ★ Keep It Short and Sweet – Most people skim the info they see. Tell your story in a concise and compelling way in 3-4 sentences.
- ★ Tell People What You Are Doing – “More wishes are waiting than ever before. I’ve accepted a challenge to be a Team Captain for Make-A-Wish. I’m striving to raise \$1,500 for Make-A-Wish to help grant life-changing wishes for wish kids who need it most.”
- ★ Share Why It Matters to You
 - a. Think back on what first drew you to Make-A-Wish. Did you hear an inspiring wish story? What moved you to get involved?
 - b. Do you know a wish family? Share a brief description of their wish and the impact it had on the child and family. When mentioning a wish kid, please only use their first name and don’t disclose any personal information, such as hometown.
 - c. Have you been involved in granting a wish as a volunteer or donor? How did you feel knowing you helped make a child’s wish come true?
- ★ Include How They Can Help
 - a. Finish your story by telling your team how they can help and how their donation will make a difference.
 - i. Wishes have proven physical and emotional benefits that can give children with critical illnesses a higher chance of survival.
 - ii. When a wish is granted, a child replaces fear with confidence, sadness with joy and anxiety with hope.
 - iii. A wish transforms the lives of children, their families, volunteers, supporters, medical professionals and entire communities.
 - iv. A wish gives children renewed energy and strength, brings families closer together and unites communities.
 - b. “I’ve seen firsthand the power of hope and pure joy when a wish is granted. I am supporting Make-A-Wish to make more wishes possible. If you can, please help by donating today. Every dollar matters.”
- ★ Include Visuals – Your team fundraising page includes spaces for two photos.

Create a fundraising and follow-up strategy



- ★ Start by asking your closest 5-10 contacts first. This builds momentum and a good foundation of donations.
- ★ Then ask your next 10-15 close contacts. After that, send to as many other contacts as you feel comfortable. You never know who's willing to help until you ask.
- ★ Set a fundraising goal for your team and then invite your friends to help you reach that goal. Having a goal creates urgency when you ask for support and it gives you a reason for follow-up.
 - Teams are challenged to raise \$1,500 or more.
 - Set weekly goals, such as \$300 each week or a certain number of new teammates.
 - Share the challenges and incentives on page 3 and rally your team to win!
- ★ When you are approaching one of your weekly goals, reach back out to any non-responders. They may have missed your initial outreach.
- ★ Include wish stories and sneak peeks of the WOW program to keep the inspiration going. See ideas on page 6.
- ★ Keep your fundraising efforts on everyone's radar by sharing your progress regularly through email and social media. Send along words of encouragement to teammates as you work together towards the goal.
- ★ Always include a link to your team page in your emails and social posts. Save it to your phone for on-the-go access, too!
- ★ Make sure to thank your teammates for any donations.

During and after the WOW live stream

- ★ Ask your guests if they have an employer matching gift program they can use to double their gift. Microsoft, Alaska Airlines, Boeing and many other companies have matching gift programs.
- ★ Encourage their social media involvement prior to and on the day of the luncheon. Find @MakeAWishAKWA on [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube](#).

FEATURED WISHES YOU CAN SHARE

Wish mom Shelley Rogers is the keynote speaker at WOW: Wonder of Wishes. Shelley's son, Cullen, received his wish to meet Seattle Mariners pitcher Felix Hernandez in 2008. It was the first time that Felix ever granted a wish. After his wish, Cullen committed to raising \$100,000 for Make-A-Wish through his Walk for Wishes team. Cullen passed away in 2010 and his family continued his legacy. They surpassed his fundraising goal in 2016. Shelley has continued to be a Make-A-Wish advocate and share her family's Make-A-Wish story. Shelley speaks very powerfully about the care Cullen's medical condition required and the impact meeting his hero had on Cullen's life.

Seven years ago, wish kid Sophia wished to meet Seattle Mariners pitcher Felix Hernandez. Before her wish, Sophia's family only traveled from Alaska to Seattle for Sophia's surgeries, so her family was delighted to be able to travel for something special. Sophia's wish remained the highlight of her year and helped her forget about the two surgeries that took place within the same year. A year after the wish, Sophia's family returned to Seattle for a Mariners game and reconnected with Felix. Sophia's mom, Talia, reflects on her daughter's wish, "I thank the Mariners and Felix for giving my daughter her smile back. Because the smile she has back is the one she had before her surgeries."



SAMPLE INVITATION MESSAGE FOR FRIENDS, FAMILY & COWORKERS

Visit the [WOW webpage](#) for a Word document of this sample invitation and WOW graphics.

Subject: Please join my team for WOW: Wonder of Wishes!

{Insert a greeting},

I am excited to lead a team – {Team Name} – for Make-A-Wish Alaska and Washington’s upcoming *WOW: Wonder of Wishes* virtual event on October 22. I support Make-A-Wish Alaska and Washington because {Insert your story}.

For 35 years, our community has partnered with Make-A-Wish to deliver hope to thousands of children and their families. Much like a bustling baseball stadium, it takes many dedicated players to make wishes come true for children with critical illnesses. Now, more than ever, wish kids need you because wishes provide hope and hope has never been more essential.

Will you join me and provide hope to local wish kids? Visit my team site: {Insert your team website} to learn more and make a donation. My team fundraising goal is \${Insert your team goal} – I’m hoping 10 teammates can help me reach that goal with a donation of \$150+ each.

WOW: Wonder of Wishes is live streaming on **Thursday, October 22, 12 – 1 p.m.** Please tune in to this virtual event which celebrates the community of people needed to grant a wish. Make-A-Wish is highlighting decades of game-changing partnership with the Seattle Mariners and the work it takes to score these home runs. You’ll hear from wish mom, Shelley, about the lasting impact of her son Cullen’s wish, and the community of people who make wishes possible. You’ll walk away inspired, more connected to our community and with an understanding on the impact of wishes on all who are involved.

Make-A-Wish creates life-changing wishes for children with critical illnesses. A wish gives children renewed energy and strength, brings families closer together and unites communities. Together, we have the power to transform lives, one wish at a time.

Your Team Captain,
{Insert your name}



SAMPLE FOLLOW-UP MESSAGE FOR FRIENDS, FAMILY & COWORKERS

- ★ It's not too late to help hit a home run for wishes! Please join my team for *WOW: Wonder of Wishes*.
- ★ Sophia made a wish to meet her favorite baseball star, Felix Hernandez. [In this video](#) one year after the wish, she and her family reflect on the lifelong friendships formed and how the wish has impacted their lives. Join my team to help grant wishes like Sophia's.
- ★ Like baseball, wish granting is a team sport. Join my team to help fund wishes for children with critical illnesses.

WISH FACTS FROM MAKE-A-WISH ALASKA AND WASHINGTON AND THE SEATTLE MARINERS

As you follow up with your teammates, you can add in some baseball fun and Make-A-Wish information!

- ★ Make-A-Wish Alaska and Washington has granted over 7,400 wishes during 35 years as a chapter.
- ★ The most popular wish is to go to Walt Disney World® Resort
- ★ The most commonly qualifying medical condition is cancer.
- ★ In an average year, roughly 80% of local wishes involve travel. These wishes are currently on hold until it is safe to grant them.
- ★ The Seattle Mariners have granted 75 wishes
- ★ Since 2000, the Seattle Mariners have invited a wish kid to run the bases every year during the Home Opener.
- ★ The Seattle Mariners granted their first wish in 1989 for Jayson, who wished to meet Ken Griffey, Jr.
- ★ The Seattle Mariners have granted wishes to watch the team at Spring Training, to attend batting practice, to pitch for the Mariners and to be a Seattle Mariner!
- ★ Ken Griffey, Jr. granted 35 wishes.
- ★ One wish kid wished to meet both Ken Griffey Junior and Senior.
- ★ The Seattle Mariners have hosted wish kids from all over the country – and world – who wish to meet Mariners players. Six wish kids from Japan have traveled to Seattle to meet Ichiro Suzuki and one wished to meet Kenji Jojima.
- ★ Other Mariners who granted wishes are Ichiro Suzuki, Felix Hernandez, Kyle Seager, Alex Rodriguez, Chone Figgins, Edgar Martinez, Jay Buhner, Kenji Jojima, Jamie Moyer and Dan Wilson.
- ★ The grounds crew at T-Mobile Park helped grant Magnus's wish to be a landscaper. He loved riding on the lawnmower, grating the dirt and watering the field!

Check out the last page in this playbook for graphics you can share.



FAQS ABOUT WOW: WONDER OF WISHES

What are my responsibilities as a Team Captain?

Your role as a Make-A-Wish ambassador is to invite friends, family and coworkers to your team and encourage an online donation. The success of this fundraising event is based on Team Captains recruiting a team and providing Make-A-Wish with the opportunity to inspire them to give. The fundraising goal for each team is \$1,500+. Thank you for sharing your passion for Make-A-Wish and its vision to grant the wish of every eligible child.

How do I register?

You will register as a Team Captain at akwa.wish.org/wow-team. See page 4 of this playbook for detailed instructions.

How do my teammates register?

Your teammates register and join your team by donating to your team page. Encourage their donation in advance of the live stream event so they will receive all event communication, including the link to tune-in on October 22.

When is the registration deadline?

There is no registration deadline. You can add teammates and fundraise through the program until October 23.

How many teammates can I have?

There is no minimum or maximum number of teammates. The teams with the most players (donors) and the first team to 25 players (donors) will win prizes.

How will I know who has donated to my team?

Log into the team website at akwa.wish.org/wow-team. In your Participant Center, you can see a list of donations.

Can my teammate donate during the WOW live stream?

Yes, if your teammate doesn't donate in advance, they will have the opportunity during the live stream.

Can my teammate donate by check, stock or Donor Advised Fund (DAF)?

Yes, please mail checks to: Make-A-Wish Alaska and Washington, 811 1st Ave, Ste 620, Seattle, WA 98104. Contact Dawn Draves to donate by stock or DAF.

Am I responsible for raising a certain amount of money?

Make-A-Wish will not hold Team Captains to a fundraising minimum. However, we challenge each team to raise \$1,500 or more. You can help serve more wish kids and families by recruiting teammates with an interest and capacity to give. Make-A-Wish welcomes the opportunity to inspire them to donate.

How do matching gifts work?

Corporate matching funds are an easy way to double the impact of a gift at no cost to you. Guests are encouraged to submit for a corporate match if possible. [You can check here](#) to see if your company matches. Please note Make-A-Wish cannot request matching funds from any employer; this can only be done by the employee.

How can I learn about sponsorship opportunities?

Sponsors are an essential part of this luncheon, allowing the funds raised in the room to go directly to the mission. Sponsorships are available from \$25,000 - \$2,500. If you know of a company or organization that would like to learn about luncheon sponsorship, please contact Lexie Rodriguez at 206.623.5374 or lrodriguez@akwa.wish.org.



SOCIAL MEDIA TOOLS

Help us spread the word about WOW: *Wonder of Wishes* and recruit players for your team by using social media. Here are some quick ways you can promote the event:

Follow & Share

Like or follow Make-A-Wish Alaska and Washington on [Facebook](#), [Twitter](#) and [Instagram](#). Share our posts with your friends and followers.

RSVP to the Facebook Event & Invite Friends

Click 'Going' on the [Facebook event](#) and then 'Share' to invite your friends.

Make it Personal

Share your excitement and passion for the Make-A-Wish mission. Explain how and why you are involved. Encourage others to join you and be inspired by courageous wish kids.

Sample Posts for Fundraising

Step up to the plate for wishes! Join my team for WOW: Wonder of Wishes to help provide hope to local wish kids. The live stream event will feature Make-A-Wish Alaska and Washington's partnership with the Seattle Mariners. [\[link to your team site\]](#)

Do you know which Seattle Mariners player has granted the most wishes? Join my WOW: Wonder of Wishes team and I'll let you know! Let's bring hope and joy to local wish kids together: [\[link to your team site\]](#)

I'm getting excited for WOW: Wonder of Wishes. Wish Alumni Nick will share the impact his wish to meet Ken Griffey, Jr. has had on his life over the years! If you got to meet Junior, what would you ask him? [\[link to your team site\]](#)

Did you know the Seattle Mariners have granted 75 wishes? And they invite a wish kid to run the bases at the Home Opener every season. Like baseball, wish granting is a team sport and I want you on my team! Please join my team and help make local wishes come true. [\[link to your team site\]](#)

Sample Posts for the Live Stream

Get involved with Make-A-Wish! Join me for a live stream on October 22nd to learn about this organization that is near and dear to me, plus the many ways to get involved! <http://akwa.wish.org/wow>

I can't wait to hear wish mom, Shelley, share with us the long-lasting impact of her son's wish to meet Felix Hernandez. Shelly will be speaking October 22nd, during WOW: Wonder of Wishes. Will you be there? <http://akwa.wish.org/wow>

Have you ever wondered what it takes to pull off a wish? Here is your chance! Enjoy a free live stream and get a peek behind the wish-granting curtain. <http://akwa.wish.org/wow>



Tag Make-A-Wish

Use our event hashtag **#WonderOfWishes** to share your excitement for the event. Mention **@makeawishakwa** so your friends know how to connect with us.

Download the WOW graphic on the [Team Captain Resource webpage](#). These are in the 'Sample Invitations and Social Media Graphics' zip file.

