



WALK FOR WISHES®

Team Captain Guide

wish.org/greaterbay/walk





EVENT DETAILS

Saturday, August 10, 2024

Registration opens: 8 a.m. | Walk begins: 9 a.m.

California's Great America, Santa Clara

We are thrilled to announce the return of Walk for Wishes® for our Greater Bay Area chapter. This year's event is extra special because it's our chapter's 40th birthday, and we want you to be part of our milestone celebration!

Walk for Wishes is a peer-to-peer fundraiser powered by wish families, volunteers, companies, donors, and friends. By joining this family-friendly event, you will help ensure that more children in the greater Bay Area will continue to experience the power of a wish for the next 40 years and beyond.

Birthdays are for making wishes, and our chapter's birthday wish is to bring more hope, strength, and joy to children facing critical illnesses. Thank you for your help in making our birthday wish come true!



TEAM CAPTAIN STEP-BY-STEP GUIDE

Thank you for stepping up as a team captain! We are so excited for you to join us for the grand return of Walk for Wishes during our year-long 40th birthday celebration. Your dedication as a captain is instrumental in bringing hope and strength to brave children facing critical illnesses during their most challenging times. Our Make-A-Wish Greater Bay Area staff are cheering you on toward your goals and are available to help.



STEP 1: REGISTER YOUR TEAM

Visit wish.org/greaterbay/walk to register your team for free and get started on your fundraising page!



STEP 2: SET YOUR GOAL

Challenge yourself to set a fundraising goal that goes above and beyond! Remember, the average walker raises \$100. Your goal isn't just a number—it's a catalyst for transforming lives. How many people can you recruit?



STEP 3: TAKE THE LEAD

Pave the way by initiating a personal donation to your fundraising page. The size doesn't matter, but your willingness to donate confirms for friends and family you are committed to our mission.



STEP 4: PERSONALIZE YOUR PAGE

Craft your narrative by sharing your personal connection to Make-A-Wish or illuminating the transformative impact a wish or wish kids' journey has had on you. Don't forget to visually captivate your audience—include a compelling photo that speaks volumes.



STEP 5: RECRUIT WALKERS

Elevate the impact by assembling a powerhouse of walkers! Rally your team by inviting co-workers, family, and friends to join you in helping children facing critical illnesses experience the power of a wish. Use all communication methods, including email, social media, text, and old-fashioned face-to-face conversations.



STEP 6: WORK WITH MAKE-A-WISH STAFF

Collaborate closely with your dedicated Make-A-Wish representative and co-captains, if you have them—they are your guiding stars on this transformative mission. Together, share inspiring stories and crucial information with your team members.



STEP 7: AMPLIFY YOUR IMPACT

Elevate your cause by tapping into the potential of your network by asking friends and family to donate. Send emails to your community or host your own fundraising events such as bake sales, tournaments, trivia nights, or talent shows.



STEP 8: ENCOURAGE AND MOTIVATE YOUR TEAM

Inspire and ignite the spark within your team by regularly connecting with each member. Cultivate excitement for the Walk for Wishes event by offering invaluable fundraising tips, hosting spirited contests to fuel enthusiasm, and expressing gratitude frequently.



I wish to go to Hawaii to see waterfalls

Rhydian, 11
cancer

FUNDRAISING TIPS



REGISTER YOUR TEAM

Unlock the generosity within your network by simply asking. Don't hold back—extend your request to everyone in your circle. The power of giving often stems from a direct request, and your bold approach can spark a chain of impactful contributions.



MAKE IT PERSONAL

Share your unique connection to the cause. Have you experienced the profound impact of a wish—through your child, a family member, or a friend? Whatever fuels your commitment to Make-A-Wish, let your story be the spark that lights the way and inspires others to join in creating moments of hope.



ASK EVERYONE

There's no limit to the size of the list you can reach out to. Beyond your close-knit circle of friends and family, consider tapping into the broader community, including coworkers, your child's baseball coach, and the local businesses you frequent. Each connection has the potential to make a meaningful difference.



LEVERAGE ONLINE TOOLS

The online tools are designed to make fundraising simple for you and for your donors. In addition, it is the most effective way to raise money. Online gifts average more than \$50 per gift, and participants who send emails generally find that they receive a higher positive response rate than those who ask for checks or cash donations.



ASK WITH ASSURANCE

When making your request, exude confidence. Remember, it's not about asking for personal gain; it's about inviting support for Make-A-Wish. Your appeal is a call to change lives through the power of wishes, and asking with conviction reinforces the significance of their contribution.

SOCIAL MEDIA FUNDRAISING



Follow Make-A-Wish Greater Bay Area on our Facebook, Instagram, and LinkedIn social media accounts.



Update your status at least once a week with information about why you are participating in Walk for Wishes.



Share fundraising progress to your social media channels, link to your Walk for Wishes personal fundraising page, and encourage friends to donate.



Create a Facebook group or event so everyone can follow along with your fundraising progress and Walk for Wishes pictures.



TEAM GOALS

SETTING, PLANNING, AND ACTION



Team Name: _____

Team Captain: _____

Co-Captain (if applicable): _____

TEAM FUNDRAISING GOAL

How many walkers do I want on my team? # _____ Average \$ Raised Per Walker \$100 or \$ _____

$$\begin{array}{r} \underline{\hspace{2cm}} \quad \times \quad \frac{\$}{\underline{\hspace{2cm}}} = \frac{\$}{\underline{\hspace{2cm}}} \\ \text{(# of walkers)} \quad \quad \quad \text{(Avg. \$ raised per walker)} \quad \quad \quad \text{(Team fundraising goal)} \end{array}$$

PERSONAL FUNDRAISING GOAL

My Personal Donation \$ _____

Email Campaign Donations \$ _____

Fundraising Events \$ _____

Company Support \$ _____

Other \$ _____

TOTAL \$ _____



X	★ LAUNCH TASKS	DUE DATE
	Register as a team captain	
	Recruit co-captains	
	Personalize team and individual fundraising pages	
	Set your personal and team fundraising goals	

X	★ RECRUITMENT TASKS	DUE DATE
	Invite friends, family members, and coworkers to join your team	
	Ask team members to recruit at least one additional walker	
	Invite your broader community to join as well	

X	★ FUNDRAISING TASKS	DUE DATE
	Make a personal donation	
	Send donation request email to friends, family members, and coworkers	
	Send follow-up emails to friends and family who have not donated	
	Post donation requests on all social media sites	
	Plan at least one fundraising event	
	Check to see if you employer will match your donation	



Make-A-Wish[®]
GREATER BAY AREA

★ CELEBRATING 40 YEARS OF WISHES ★

WISH.ORG/GREATERBAY



GET IN TOUCH!

Kathleen Backus
Chief Development Officer
kbackus@sf.wish.org
415.321.7384

Antoinette Sooh-Jordan
VP of Events
asoojhordan@sf.wish.org
415.402.2774