

FUNDRAISING

LET'S GET STARTED!

Our commitment to you:

- Supervised trainings by qualified and experienced leaders
- Comprehensive training schedule
- Fundraising support, materials, ideas and strategies
- Full support and an incredible hike weekend experience

Your commitment to us:

- Raise the designated amount of funds to support Make-A-Wish Northeastern & Central California
- To train appropriately with or without the group in order to have a safe hike weekend experience.

I've registered, now what?

After completing the registration process you will be emailed the password and login for your personal fundraising page. Please allow 2-3 business days to receive this initial email. You are encouraged to customize your site. This is your area to check your fundraising progress and a great resource to share on social media!

How are the minimum goals determined?

Fundraising minimums are calculated based on keeping Trailblaze Challenge costs at no more than 25% of funds raised. We strive to keep all of our costs low while still providing you with the best endurance event experience possible!

I've never raised this much money before! What kind of assistance will I receive from Make-A-Wish Northeastern & Central California?

To support you in your fundraising efforts, we have developed a fundraising section of the guide and are available to assist you in becoming a successful fundraiser. In the fundraising section, you will find essential fundraising tips and ways to get creative with your efforts. Please contact Sydney Ellis if you want to brainstorm your fundraising plan. We are here to help you!

YOUR THREE PILLARS OF SUPPORT

The Trailblaze Challenge features three primary support pillars. From trainings to fundraising tips and encouragement from wish families, your journey will be completed with a group of dedicated, passionate partners by your side. It's not a race. It's a journey.

HIKE LEADERS

TRAINING

FUNDRAISING

MAKE-A-WISH NORTHEASTERN & CENTRAL CALIFORNIA STAFF

WISH KIDS AND FAMILIES

MOTIVATION

FUNDRAISING METHODS

Make a Plan:

Treat your fundraising goal much like you would any other personal challenge such as applying to college or for a job. Create your own fundraising strategy. Just as your training schedule prepares you for the physical challenge by increasing activity over time, your fundraising strategy will help you meet your fundraising goal over time. Make a plan that helps you meet goals set at the respective deadlines.

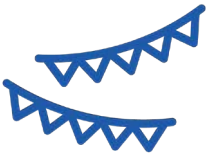
The Three Most Effective Ways to Raise Money:

Online & Snail Mail Letter Writing Campaigns



This is a direct request for financial support to individuals, clubs, organizations, businesses and corporations. Your online fundraising site allows a unique opportunity to reach a mass of people. Once registered, you will be provided your own donation site which can be personalized and sent out to any contact list! For all Snail Mail letters, be sure to include the donor form provided to you by Make-A-Wish Northeastern & Central California so they can send their donation directly to the Make-A-Wish Northeastern & Central California office. For an example, check out the Letter Writing 101 page!

Special Events



Recruit a few friends, co-workers or family members to help you throw a backyard BBQ, a yard sale, golf tournament, or whatever you can think of. Check the Fundraising A to Z page for more ideas! Don't forget to submit a TBC Special Event Form for any and all events you plan!

Corporate Sponsorships & Matching Gifts



Ask companies to sponsor you and/or inquire as to whether your donors (or you) work for a company that matches gifts. This is a great way to double your efforts! Be sure to check the Corporate Sponsor document to see if the company you are contacting is on the list.

LETTER WRITING

101

The personal appeal is the most effective way to raise money. It is targeted, direct and easy to implement. Your personal approach will depend upon your own style and your association with the prospect. Regardless of your approach, the following steps will apply:

Step One: Identify your prospects

- Think BIG! When developing your prospect list, think first in terms of groupings of people, not individuals. Remember, quantity is important!

Step Two: Select your approach

- Face to Face- Best for larger gifts or when the opportunity could present itself
- Online Letter- The most easiest way to reach a large quantity of prospects
- Telephone- Effective way to follow up to an email or letter
- Text- Great for personal friends and family members who may need a reminder to donate

Step Three: Select the style of message

- Serious, hard-hitting (share the Make-A-Wish mission and its importance)
- Light and humorous (“This started as a New Year’s Resolution and now look at me...”)
- A combination of above

Step Four: Select the format

- Form letter- Same letter to every individual
- Personal letter- Personalized on an individual basis
- Solicitation card- Provides opportunity for a creative touch

Step Five: Suggest the level of giving

- It is helpful for your donors to know the level of contribution that you would like them to consider. Don’t underestimate the donor’s willingness to give.

You may want to tie your “gift ask” to the total miles you will trek or the amount of time it will take you to complete the Trailblaze Challenge. This is an excellent approach and provides good motivation for you to keep on training! For example, you might suggest a giving level of \$10 per mile = \$210 (based on mileage) or another amount, \$5 per hour at 10 hours = \$50.

WHO DO I SEND A LETTER TO?

WHO CAN YOU ASK FOR DONATIONS TO SUPPORT YOUR TRAILBLAZE CHALLENGE FUNDRAISING CAMPAIGN?

Everybody! Here are some suggestions to help you make a list that is sure to get you well on your way to your fundraising goal.

Name five members of your family

- 1.
- 2.
- 3.
- 4.
- 5.

Name five former coworkers

- 1.
- 2.
- 3.
- 4.
- 5.

Name five of your closest friends

- 1.
- 2.
- 3.
- 4.
- 5.

Name five of your coworkers

- 1.
- 2.
- 3.
- 4.
- 5.

Who is your doctor?

Who is your dentist?

Who does your pest control?

Who is your landscaper?

Who is your accountant?

Who is your veterinarian?

Who is your travel agent?

Who are your sports/poker buddies?

Who is your lawyer?

Who sold you your car?

Who is your stylist/barber?

Who is your insurance agent?

Where do you grocery shop?

Who is your dry cleaner?

LETTER WRITING FOLLOW-UP

About two weeks after your original letter was sent, review your mailing list.

Highlight the people that said they would donate but have not and send them a follow-up email.

As you see people at work or in your personal life...

remind them that you are still collecting funds, people may fully intend to donate but have forgotten to do so as they were distracted with work or other commitments.

Keeping in touch with the people on your mailing list throughout the program is an excellent way to increase your response rate.

Send an update or newsletter sharing your training progress. Let them know how many miles you have logged. Measure it in minutes or hours. Give them an update on the mission of Make-A-Wish with a wish child story. Share interesting stories from your training or fundraising experience. Include a donor form with all correspondence and invite them to share the newsletter with people they know.

As event day draws near, continue to send personalized, friendly reminders about your efforts.

Remind your friends, family and co-workers about the rigors of training for such an extreme event and update them on your progress and excitement as the Trailblaze Challenge draws near!



SAMPLE LETTER

Dear **NAME**:

This October, I am taking on the Make-A-Wish® Northeastern & Central California Trailblaze Challenge. This is a 21 mile, day-long hike in beautiful Northern California. I am taking on the challenge because I believe in the power of wishes and the impact they can have on a child fighting a critical illness. **[insert personal connection here]** As I've said, I believe in the power of wishes. This hike gives me the chance to do something beyond myself and I am enjoying every minute of it. I pledged to raise a minimum of \$2500 **[or insert personal goal]** and I need your help. Would you consider donating toward my fundraising goal? This donation is tax-deductible and helps make a difference in the life of a child in Northern California. A gift of \$25, \$50, \$100 or more will help me reach my goal. Thank you for your consideration. Together, we can make a difference in our state through organizations like Make-A-Wish Northeastern & Central California! You can donate online at my personal fundraising website **[include the URL here]** or mail a check directly to me at: **[address here]**. I will complete the required paperwork and forward to the Make-A-Wish Northeastern & Central California office.

Thank you, **YOUR NAME**

FUNDRAISING A TO Z

A

- **Art Sales:** Invite students as well as local artists to contribute pieces for the show. It's a win-win situation: students get to display their art for parents, while local artists get exhibit space and free publicity. Revenue can be generated by charging admission tickets, selling refreshments as well as purchasing art.
- **Auctions:** Many hikers will team up to put together live or silent auctions. You can make a whole event out of it (Collectibles and sports auctions are very popular).

B

- **Barbeque Contest:** Host a BBQ cook-off with friends and neighbors. Charge an entrance fee to the participants eating; cooks enter for free. This fundraiser is fun for everyone, especially those who love to eat!
- **Bake Sale:** Have a bake sale at school, work or a busy community place. Or have a No-Bake Sale where co-workers pay so they don't have to bake goodies.
- **Book Sale:** Dust off your old books and have a book sale to raise money.
- **Bottle Drive:** Set up a box or container up in your workplace, home, and/or school to collect returnable bottles and donate that change!
- **Breakfast With:** Put together a breakfast with Santa or the Easter bunny or other favorite kids' character. Work with a local restaurant or your team can do it themselves at a hall or club. Have someone in costume and sell tickets, also have the kids get their pictures taken. You could also use this as breakfast with the mayor or other high-profile person.
- **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
- **Block Party:** Put together an old-fashioned block party in a parking lot, or close off a neighborhood street (with permission). Have a band or DJ donate a few hours, have a BBQ, do face painting, games etc.

C

- **Car Wash:** Hold a wash at a popular community building/landmark. Try saying “donations accepted” instead of charging a set price (people tend to give more).
- **Coin Drive:** Place containers in each department or classroom. Ask everyone to contribute spare change for a week or month period of time. (Optional: Give the winning class/team a prize such as a pizza party or ice cream social)
- **Concession Stands:** Set up a concession stand or booth at a game or community event during the year.
- **Comedy Club:** Ask a local comedy club to host an evening in support of Make-A-Wish and invite all hikers to sell tickets. Hikers would get the credit for the tickets they sold.
- **Cook-Off:** Guests attending pay a set price which includes dinner and a school event (ex: basketball ticket for that night’s game). Guests are served dinner as well as ballots to rank their favorite cook-off items. Announce the top 3 at halftime of basketball game.
- **Cooking Class:** If you are the next Julia Child or Emeril, offer to teach your neighbors, co-workers, classmates, family, and friends the latest recipes and ask for donations!

D

- **Dress down day:** For donations, employees or students (with uniforms) can dress down for the day. This can also work for a theme (such as pajama day).
- **Dog Wash:** Set up a dog wash in your front yard and have all the dogs in the neighborhood come over and get a bath. Of course, ask for a donation!
- **Dances for Wishes:** Students can hold a school dance. Adults can put together a dance at a local club or hall. Get a band or DJ to donate their services.

E

- **Eating Contest:** Have a contest among co-workers, family, or friends to see who can eat the most! Have them donate an entrance fee or who they think will win.

F

- **Facebook:** Starting in 2020, you can now register a fundraiser on Facebook for your fundraising goal! Select “Make-A-Wish Northeastern & Central California” as your charity of choice and share on your page to grow your donations on social media.
- **Fashion show:** Work with new or existing clothing stores to hold a fashion show. You could have it at the local mall, school or use a club hall.
- **Flower sales:** Work with your local florist or wholesaler and sell bouquets, potted flowers or individual stems (carnation or roses) at your place of work or school

G

- **Game Night:** Have a party with a purpose. Invite everyone to come to your house to play board game, charades etc. Charge an “entrance” fee.
- **Garage Sale:** Ask all of your friends and neighbors to participate by donating items for a garage sale. Make signs that advertise that all proceeds are going to support local Make-A- Wish.
- **Golf Tournament:** Have your team put together a golf tournament with the proceeds benefiting your fundraising goal.

I

- **Ice Cream Socials:** Plan one at your place of work or for friends, asking for donations to attend. Sell ice cream, low-fat yogurt and other frozen treats for dessert at your school or place of work (Everyone loves ice cream).

K

- **Karaoke:** Students/guests pay \$2.00 per song or people can “donate” \$5 and pick someone in the audience to go up and sing (teachers, principal, peers, etc.).

L

- **“Loose Change Day”:** Ask your child’s school to have a “Loose Change Day.” Make a flyer encouraging each child to bring in loose change from their house to be donated to Make-A- Wish. Encourage the school’s math classes to assist with counting, predicting, and rolling the change. This is a great way to involve the entire school. You can hold this event multiple times.
- **Letter Writing:** A great way to ask for donations without asking in person. Send letters out to your friends and family explaining what you’re doing and why, and asking for a specific amount (more than you want) seems to work best or leave it up to them. Write them your personal goal and ask for their help. Some people are writing letters on behalf of their pets or babies adding a little humor.

M, N, O

- **Mow-A-Lawn:** Check with neighbors and friends and see if you can mow their lawn for a donation.
- **Movie Night:** Invite your friends over for a night at the movies. You provide the popcorn and soda and charge admission. Or have a movie week during lunch hour at work. Charge admission and invite employees to eat their lunch while they watch.
- **No Bake Sale:** Co-workers pay so they don’t have to bake goodies at the bake sale.

P

- **Pancake Breakfast:** Hold a pancake breakfast at a hall, school, work, or church on a specific day.
- **Pot Luck Lunches:** Designate every Tuesday as Trailblaze Pot Luck Day, where team members take turns making chili, salads, desserts, etc.

Q

- **Quilt Squares:** Sell quilt squares. The squares can be sold in honor or in memory of a wish kid. Give your chapter a call and we can help you with wish stories.

R

- **Radio Station:** Call your favorite radio station and ask them to make an announcement on the air about your fundraiser (and/or donate as well). They may even want to interview you to know more about it.

S

- **Star Sales:** Sell Make-A-Wish paper stars to hang around the classroom, school lunchroom or office. Contact your local chapter to get your paper stars.
- **Spaghetti Dinner:** Have your team put together a spaghetti dinner at a local hall or club. School teams have also done this with the help of their parents. The students take the tickets, wait, and clear tables.
- **Student/Faculty Basketball Game:** Set up a benefit basketball game between students and faculty, or put together an alumni game.

T, U, V

- **Turkey Drawing:** Get a grocery store to donate a certificate for a turkey or ham to be picked up just in time for Thanksgiving, Easter, Christmas or a BBQ package for Labor Day or Memorial Day. Food is always a good item to chance off.
- **Video Sale:** Hold a video/DVD sale at work or school and have each team member bring in videos they don't watch anymore, especially kid video their children have outgrown. Other employees with younger children would appreciate this.

W, X, Y, Z

- **Wrap Presents:** During holiday time (Christmas or Mother's Day) set up a booth at a local mall, plaza or busy department store. Have your team members/classmates donate the paper and tape and raise money while helping out the holiday shoppers.
- **Yard Sales:** Just like garage sales, work together as a team or have one individually.

The Essentials
Fundraising Tips

1 How to Raise Funds
The number one reason why people give is simply because they were asked. Don't be shy – ask everyone you know.

2 Make it Personal
Share your own story. Did your child (or another family member or friend) benefit from a wish? What is their story? Maybe your story is about gratitude for your healthy children. Whatever your reasons for participation with Make-A-Wish, share them.

3 Ask Everyone
Close friends and family are the obvious choice, but don't forget co-workers, church members, your child's baseball coach and businesses you frequent.

4 Use 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 \$50 per gift and participants who send emails generally find that they receive a three-to-four times higher response rate than those that ask for check or cash donations.

5 Ask Confidently
You are not asking for money for yourself: you are asking for support of Make-A-Wish because wishes change lives.

FUNDRAISING DOCUMENTS

These documents are needed to plan your external events, submit donations to Make-A-Wish Northeastern & Central California and more. Each form is located in the back of this guide. If you have questions about these forms, please contact Sydney Ellis.

In-Kind Form

Make-A-Wish Northeastern & Central California cannot deduct the value of in-kind donations from your fundraising minimum. However, your donors can receive a tax receipt for their donation. In order to process in-kind donations for donor tax credit, an in-kind donation form must be completed and sent to the office along with proper backup documentation such as an invoice, receipt or an email from the donor stating details about the donation.

IRS Letter

When submitting requests for sponsorships, grants, and/or donated items, many companies will ask for the Tax ID Number. Please use this IRS letter as a reference for Make-A-Wish Northeastern & Central California's number.

Participant Donor Form

When mailing in donations to the Make-A-Wish Northeastern & Central California office, please complete the Participant Donor Form and slips to send in with your check and cash donations. This will help to ensure all donations are correctly credited to your fundraising page.

Donation Slips

Please submit a donation slip with each individual check or donation you send to us.

Special Event Proposal Form

If you plan to host an external event for your fundraising efforts, please be sure to fill out a Special Event Proposal Form and submit to Sydney for approval.

IN-KIND DONATIONS

What are in-kind donations?

In-kind donations are non-cash donations that friends, family, or companies and businesses donate to you in support of your Trailblaze Challenge journey. Popular items in the past have included items for raffles or silent auctions to enhance your own fundraising events or donation tables at restaurant giveback nights.

Do they count into my fundraising goal?

Make-A-Wish Northeastern & Central California cannot deduct the value of in-kind donations from your fundraising minimum. However, your donors can receive a tax receipt for their donation. In order to process in-kind donations for donor tax credit, an in-kind donation form must be completed and sent to the office along with proper backup documentation such as an invoice, receipt or an email from the donor stating details about the donation.

You can find the in-kind donation form in this guide.

