

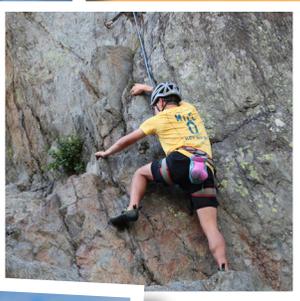
26.6 MILES ★ ONE DAY ★ GRANT WISHES

Make-A-Wish<sup>®</sup>  
MID-ATLANTIC

TRAILBLAZE  
CHALLENGE<sup>®</sup>

MARCH 20, 2021  
CATOCTIN TRAIL, MARYLAND

# FUNDRAISING GUIDE



*I wish to go to Europe to hike Mount Blanc*

**Will, 18**  
Leesburg, VA  
cancer

Challenge yourself mentally, physically and philanthropically by signing up for the Make-A-Wish<sup>®</sup> Trailblaze Challenge<sup>®</sup> and help grant the wishes of local children waiting to receive their one true wish.

FOR MORE INFORMATION, VISIT  
**TRAILBLAZEFORWISHESMD.ORG**



*"The Trailblaze Challenge provided me an unforgettable experience. In the end, 26.6 miles was nothing in comparison to the challenges our wish kids have had to face. A wonderful and inspirational journey, enjoying nature to its fullest while bringing hope, strength and joy to courageous wish kids. This journey will change your life, open your heart, and create an experience you cannot get anywhere else."*

**Mike Manatos - Board Member**



# TRAILBLAZE CHALLENGE®

The *Trailblaze Challenge*® allows people of all walks of life just like you to come together in support of local wish kids battling critical illnesses. Unfortunately, those children are our very own, but fortunately, we have wonderful people like you to help raise much-needed funds for Make-A-Wish® Mid-Atlantic and their mission.

Make-A-Wish Mid-Atlantic creates life-changing wishes for children with critical illnesses and we have witnessed it firsthand. It does not matter how small or large, every wish is important and unique. Whether it is to go, to be, to meet, to have, or to give, our children's wishes have truly given our families the strength we desperately needed at some of our darkest times.

For every child's wish that is being granted, another child is waiting. For that child and his or her family, we greatly encourage you to raise the much needed funds so they can find the same joy and excitement that we experienced. A wish also gives us moms, dads and siblings our own sense of peace.

The *Trailblaze Challenge* allows you to be at your most vulnerable state and is the perfect reminder of the years and years of treatment and everyday medical procedures that our children have been through. Every mile that is hiked, every smile that is shared, every word of encouragement that is given and every dollar that is raised during this challenge will go even further than you could imagine. By committing yourself to this 26.6 mile hike, you have also committed to impact the lives of more wish kids and families like ours.

From us wish moms who have been able to receive closure from the past and can now focus on the future, we thank you for choosing to hike your hearts out and raise the much-needed funds for wish kid's like ours. We are forever thankful for your fundraising efforts and for helping to give future wish children life-changing opportunities to see brightness again during some of their most darkest times.

Sincerely,  
Wish Moms

**Hi Hikers! On behalf of the entire Make-A-Wish Mid-Atlantic staff, we are so fortunate you have chosen to take this journey with us. We have built this guide to serve as a tool to help you meet your fundraising goals. As a staff member and a 2-time hiker, I can say you are about to experience an inspirational and magical journey and I cannot wait to see your smiling faces as you cross the finish line. Just like our wish kids, you are not alone. Together we are going to bring hope, strength and joy to families who need it most.**  
- Sarah Bates

## FUNDRAISING MINIMUMS AND DEADLINES

### REGISTRATION FEE

Fee: \$100

Date Due: Upon Registration\*

This fee will be applied to your fundraising minimum. Please note it will be linked to your fundraising page as a FEE, not a DONATION, and thus will not appear on donor reports.

\*Returning hikers have until November 20<sup>th</sup> to register in order to receive a waived registration fee.

### RECOMMITMENT

Date: January 18, 2021

If you have not reached your goal by this date, you will need to provide a credit card to be kept on file.

This is the final date that you can withdraw from the program without obligation.

### TOTAL FUNDRAISING COMMITMENT

Fundraising Minimum: \$2,500

Final Fundraising Date: April 20, 2021

If you have not raised the minimum by this date, your card on file will be charged the difference.

For information, e-mail Sarah Bates at [sbates@midatlantic.wish.org](mailto:sbates@midatlantic.wish.org).

**Make-A-Wish Mid-Atlantic** | 6555 Rock Spring Drive, Suite 280 | Bethesda, Maryland 20817

# Fundraising Tips



## 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.



## Ask Everyone

There is no such thing as a list that is too big. Close friends and family are the obvious choice, but don't forget co-workers, community members, your child's baseball coach and businesses you frequent.



## Ask Confidently

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

1

2

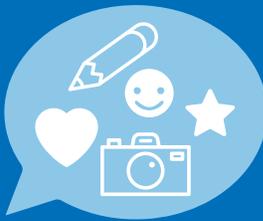
3

4

5

## Make it Personal

Share your own story if you have one. 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. Maybe it is how your wish kid Ambassador has impacted you. Whatever your reasons for participation with Make-A-Wish, share them.

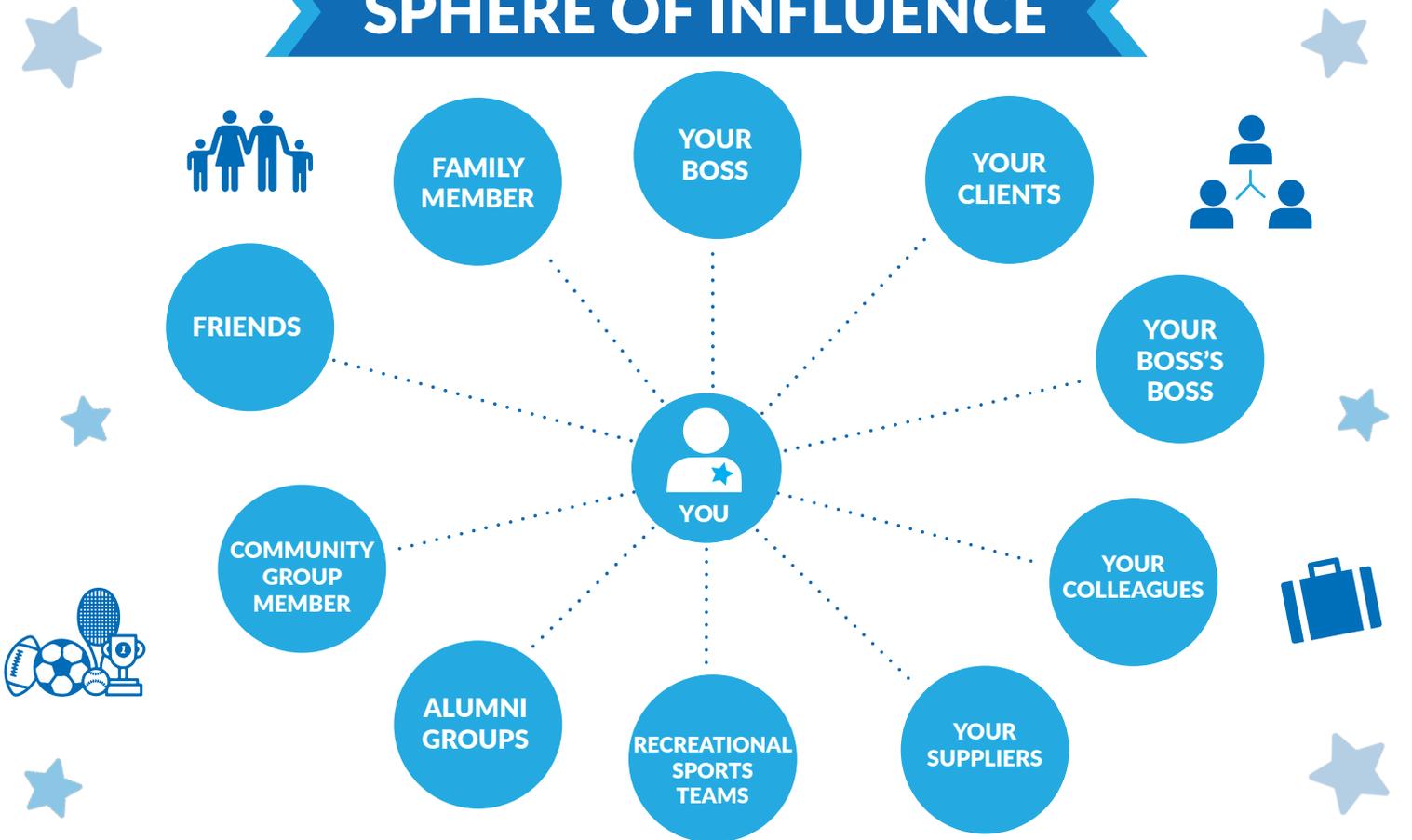


## Use Online Tools

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 more than \$50 per gift and participants who send emails generally find that they receive a higher positive response rate than those that ask for check or cash donations.



## SPHERE OF INFLUENCE



# FUNDRAISING IDEAS

There are a variety of ways that you can reach your fundraising goals.



## MOVIE NIGHT

Invite your friends over for a night at the movies. You provide the popcorn and soda and charge admission.



## BAKE SALE

Host a bake sale at work, school, after religious services, or during a community event, etc.



## BROWN BAG LUNCH DAY

Ask your co-workers to bring in their lunch one day and donate the money they would have spent going out to lunch to your walk efforts!



## VACATION DAY AWARD

Ask your employer to raffle off a free day off! Charge \$5 per ticket or more.



## MATCHING GIFTS

Ask your company to match what you raise. Some companies have a matching gift policy – it's worth checking. If they don't, ask them anyway; even if they don't match what you raise, they still might be willing to make a donation!



## GARAGE SALE

Put your cleaning to good use and host a garage sale! You could even ask friends, family and neighbors to donate their items as well to bolster your selection. Then be sure to advertise the sale within your community.



## FUNRAISING PARTY

Host a cookout or a party that can be both fun and meaningful! Simply state on the invite that there is an attendance fee that will go towards your fundraising goal. If you would prefer your guests bring a check, remind them to make it out to Make-A-Wish Mid-Atlantic. (Don't forget to have the check mention *Trailblaze Challenge* in the memo).



## SAY CHEESE!

Include a photo of your fundraising, hiking and inspirations in letters, emails and social media posts! Your donors would love to see you in action, and a photo can help them realize that you mean business.



## 5-10-25 CHALLENGE

Invite 5 people (friends, family, co-workers, etc.) to ask 10 people each for \$25. Or you could ask 10 people to ask 25 friends for a \$5 donation. Or 25 friends to ask 5 people for \$10 donations. Any way you get there, 5-10-25 adds up to \$1,250! That is the average cost of a wish in our region. Imagine the satisfaction of fully funding a wish.

## SOCIAL FUNDRAISING

### Facebook



Update your status once a week with information about why you are hiking and what they can do to support you!



Include the link to your *Trailblaze Challenge*® Personal Fundraising Page to make donating simple!



Share milestones in your training as tie-ins to donation requests.

### Twitter



Follow Make-A-Wish Mid-Atlantic on Twitter at @WishMidAtlantic



Tweet about your fundraising progress, let followers know you are seeking donations.



Always include the link to your *Trailblaze Challenge* Personal Fundraising Page in tweets.



Update your profile to include your *Trailblaze Challenge* Personal Fundraising Page link.

Did you know that fundraisers who connect their personal fundraising page to Facebook raise **40 percent more** than those who don't? Add Twitter, Instagram, YouTube, Google+ and more to the conversation and you can see the potential.

For information, e-mail Sarah Bates at [sbates@midatlantic.wish.org](mailto:sbates@midatlantic.wish.org).

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# Hiker Fundraising Step by Step Guide



## Step 1: Login



## Step 2: Go First

Your registration fee is your first donation to Make-A-Wish® Mid-Atlantic. Your willingness to donate confirms for friends and family that you are committed to our mission.



## Step 3: Personalize Your Fundraising Page

Share your personal story about why Make-A-Wish is important to you or why you are participating. Don't forget to include a photo!



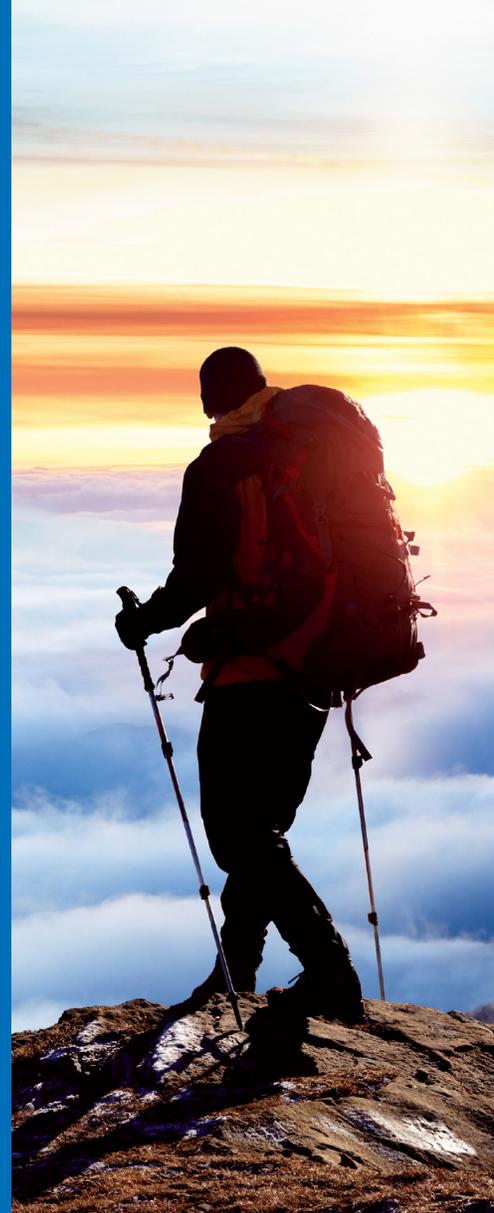
## Step 4: Ask Family and Friends to Donate

Sending emails and using social media are the single most important actions you can take to raise money! Send requests for donations to family and friends and enjoy watching how they respond. Don't forget to follow-up and thank those who have donated!



## Step 5: Stay Motivated & Train for the Challenge

Set your fundraising goals that coincide with your training milestones to keep on track physically and philanthropically.



Tasks	Due Date
Make a personal donation	
Update fundraising page with photo and personal story	
Complete the 5-10-25 Challenge	
Send donation request email to friends and family	
Post donation requests on all social media sites	
Send follow-up emails to friends and family who have not donated	
Plan a FUNdraising event	
Ask your boss for a corporate donation or to make a matching gift	
Reach out to local businesses to sponsor your fundraising minimum <small>*To learn more about the Hiker Sponsorship, please email Sarah Bates.</small>	
Thank donors!	

For information, e-mail Sarah Bates at [sbates@midatlantic.wish.org](mailto:sbates@midatlantic.wish.org).

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Dear friends and family,

I hope this letter finds you well and you and your family are staying safe and healthy. Despite the hot, sticky weather of this season, I am busy training for a 26.6-mile hike to be completed in one day. Yes, you read that correctly! Over the next few months, rain or shine, I will be hiking many miles to prepare for the *Trailblaze Challenge*® benefitting Make-A-Wish® Mid-Atlantic.

I will be taking on this extreme endeavor to challenge myself both mentally and physically. However, I have set my sights higher than simply training to hike 26.6 miles. I will also be challenging myself philanthropically as I aim to raise at least \$2,500 to help fund wishes of local children with critical illnesses.

A wish come true empowers children to fight harder against their illnesses. When these children are granted a wish, they receive more than just a great experience for a day, two days or a week. This experience improves their quality of life as well as that of their entire family. Currently in the Mid-Atlantic region, for every wish that is granted, at least one more local child is waiting to receive their one true wish.

The money I raise will help grant local wishes like sixteen-year-old Timothy's. While he could have wished for anything – to go somewhere, to meet someone, to have something – Timothy wanted to help others. His selfless wish was to give a PS4 to every room on the pediatric oncology floor at Inova Fairfax Hospital where he spent so much time battling cancer. Timothy's wish helped to lighten the burden of every future child who goes through oncology treatment at Inova Fairfax Hospital, but it was also his hope that his wish would inspire others to give back. Please [click here](#) to see more about Timothy's impactful wish.

It is because of life-changing wishes like Timothy's that I am inspired and why I am hoping you are too. Although I can do the training, I need your help to reach my fundraising goal. Every dollar you donate is 100% tax deductible and will be invested in children's wishes like Timothy's.

Making a donation is both easy and secure, and any amount you can give is greatly appreciated! You can also join me in raising funds and spreading the word by forwarding this email along to your own contacts. You never know who might be able to help and every gift is another step toward granting more local wishes.

Thank you in advance for supporting me in my *Trailblaze Challenge*. With your help, I will hike 26.6 miles to create life-changing wishes for local children battling critical illnesses.

Best wishes,

For information, e-mail Sarah Bates at [sbates@midatlantic.wish.org](mailto:sbates@midatlantic.wish.org).

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## REFER-A-FRIEND

Jump start your fundraising efforts by signing up your friends! For each of your friends or family that registers for the *Trailblaze Challenge*®, you will receive a \$100 credit towards your fundraising goal. This form must be submitted by January 18, 2021 to receive credit.

**\$100 OFF YOUR FUNDRAISING GOAL FOR EVERY PERSON YOU RECRUIT!**

Referring a friend to join the *Trailblaze Challenge* costs you nothing and provides you with an automatic fundraising and training buddy! You will receive \$100 toward your fundraising for each friend who signs up and completes the program with you.

1. You must be a registered participant for the *Trailblaze Challenge* event.
2. Your "recruit" must be a new hike team member, complete the *Trailblaze Challenge* program and meet all fundraising minimums.
3. The bottom portion of this form must be filled out and returned to the Make-A-Wish® Mid-Atlantic office by 1/18/2021.

'Refer-a-Friend 2021' credit counts only toward your final goal, not the recommitment amount.

Please note the \$100 credit is NOT "usable" money that can be directed toward granting wishes to children, but merely an incentive to expand the program.

### Fill this out and give to a friend...

Trailblaze Challenger's Name: \_\_\_\_\_ Recruit's Name: \_\_\_\_\_  
 Trailblaze Challenger's Email: \_\_\_\_\_ Recruit's Email: \_\_\_\_\_  
 Trailblaze Challenger's Phone: \_\_\_\_\_ Recruit's Phone: \_\_\_\_\_



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