



3 miles, 60 wishes.  
It all starts with  
your first step!

TEAM CAPTAIN GUIDEBOOK

Make-A-Wish®  
**WALK**  
FOR WISHES®

# Welcome

Thank you for serving as a team leader! This year's Annual Madison *Walk For Wishes*® promises to be an inspirational event with wish families, businesses and community supporters coming together for one cause. Last year, more than 500 participants walked, ran and wheelchair raced for *Walk For Wishes* events across the state of Wisconsin, raising more than \$50,000 to help grant local wishes.

Make-A-Wish® Wisconsin is committed to providing you with tools and resources to make sure your experience is memorable and meaningful. This guidebook is full of helpful information, but don't miss our favorite sections:

- ★ **STEPS TO SUCCESS:** Being a team captain doesn't have to take a lot of time.
- ★ **MAXIMIZE YOUR IMPACT:** Team leaders who recruit additional team captains multiply their potential for success and create a fun atmosphere of internal competition.

The entire team at Make-A-Wish Wisconsin will be cheering you on towards your goals and are available to help. Simply contact Jade Pekol, Regional Coordinator, at [jpekol@wisconsin.wish.org](mailto:jpekol@wisconsin.wish.org) or by phone at **608.252.4323**.

Thank you for walking hand-in-hand with us to make wishes come true. We look forward to seeing you soon.

Sincerely,



Patti Gorsky, President & CEO  
Make-A-Wish® Wisconsin

## WALK FOR WISHES® MADISON

Sunday, September 16, 2018  
McKee Farms Park  
8:30 a.m.  
[wisconsin.wish.org/madison](http://wisconsin.wish.org/madison)

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Helping change  
the lives of children  
with critical illnesses  
is as easy as lacing  
up your shoes.



# About Make-A-Wish

## MISSION

Together, we create life-changing wishes for children with critical illnesses.

## HISTORY

Make-A-Wish was founded in 1980 in Phoenix, Arizona, when a small group of people helped a seven-year-old boy named Chris Greicius achieve his wish – to be a state trooper for a day. Since that time, Make-A-Wish has grown into a Top 10 charity with 62 chapters across the US and 40 affiliates in 50 countries and on 5 continents. Make-A-Wish Wisconsin opened its doors in 1984 and has granted more than 6,300 wishes since that time.

## SUPPORT WITH CONFIDENCE

Financial support for Make-A-Wish Wisconsin comes from individual, corporate and foundation donors. Additionally, more than 600 individuals volunteer their time and talents across the state. Make-A-Wish Wisconsin is proud that 79 percent of funds received goes directly to granting wishes.

## MEDICAL IMPACT OF A WISH



**89%**

of surveyed nurses, doctors and medical professionals believe wishes can positively influence physical health\*



**97%**

of adult former wish kids report improved mental and emotional health as a result of their wish experience\*



**91%**

of parents felt an increased sense of empowerment and improved ability to cope with the illness and situation\*

\* Wish Impact Study Results – Second Phase. (2011).

# About Walk For Wishes

## DATE

Sunday, September 16, 2018

## LOCATION

McKee Farms Park  
2930 Chapel Valley Road  
Fitchburg, WI 53711

## DISTANCE

5K run or two-mile walk and kid's dash

## REGISTRATION

Pre-registration is FREE at [wisconsin.wish.org/madison](http://wisconsin.wish.org/madison). Day-of registration begins at 8:30 a.m. on race day.

## WALK & RUN START

Kid's Dash starts at 10:00 a.m.  
Timed Run starts at 10:30 a.m.  
Walkers to follow

## PLUS

Visit Benvenuto's Italian Grill or Great Dane Pub & Brewing Company in Fitchburg after the walk to continue to help raise funds for Make-A-Wish Wisconsin.



*Walk For Wishes* is a nationwide Make-A-Wish fundraiser that celebrates the thousands of wishes that have already been granted, while raising funds for future wishes.

It's a family-friendly event powered by wish families, volunteers, companies, donors and friends.

By participating in one of the three walks taking place throughout the state of Wisconsin, you can help bring the life-changing impact of a wish to a child with a critical illness.

If your company has multiple locations, please also consider participating in other Wisconsin *Walk For Wishes* events:

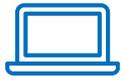
**WALK FOR WISHES  
MILWAUKEE - AUGUST 25**

**WALK FOR WISHES  
FOX CITIES - SEPTEMBER 8**

Register today at:  
[wisconsin.wish.org/madison](http://wisconsin.wish.org/madison)

# Team Captain

## STEP BY STEP GUIDE



### STEP 1: REGISTER YOUR TEAM

Visit [wisconsin.wish.org/madison](http://wisconsin.wish.org/madison) for more information on your team.



### STEP 2: SET A GOAL

Remember, the average walker raises \$100. Anyone who raises **\$100 or more by August 1** will receive this year's official custom *Walk For Wishes* t-shirt. How many people can you recruit?



### STEP 3: GO FIRST

Make a donation to your fundraising page. The size doesn't matter, but your willingness to donate confirms for team members that you are committed to our mission.



### STEP 4: PERSONALIZE YOUR FUNDRAISING PAGE

Share your story about why Make-A-Wish is important to you. Or share your Wish Kid story and how it impacted you. Don't forget to include a photo!



### STEP 5: RECRUIT HELPERS

Invite co-workers and your family to join you in fundraising for this important cause. Use communication methods including email, social media and text (and don't forget about the impact of face-to-face conversations).



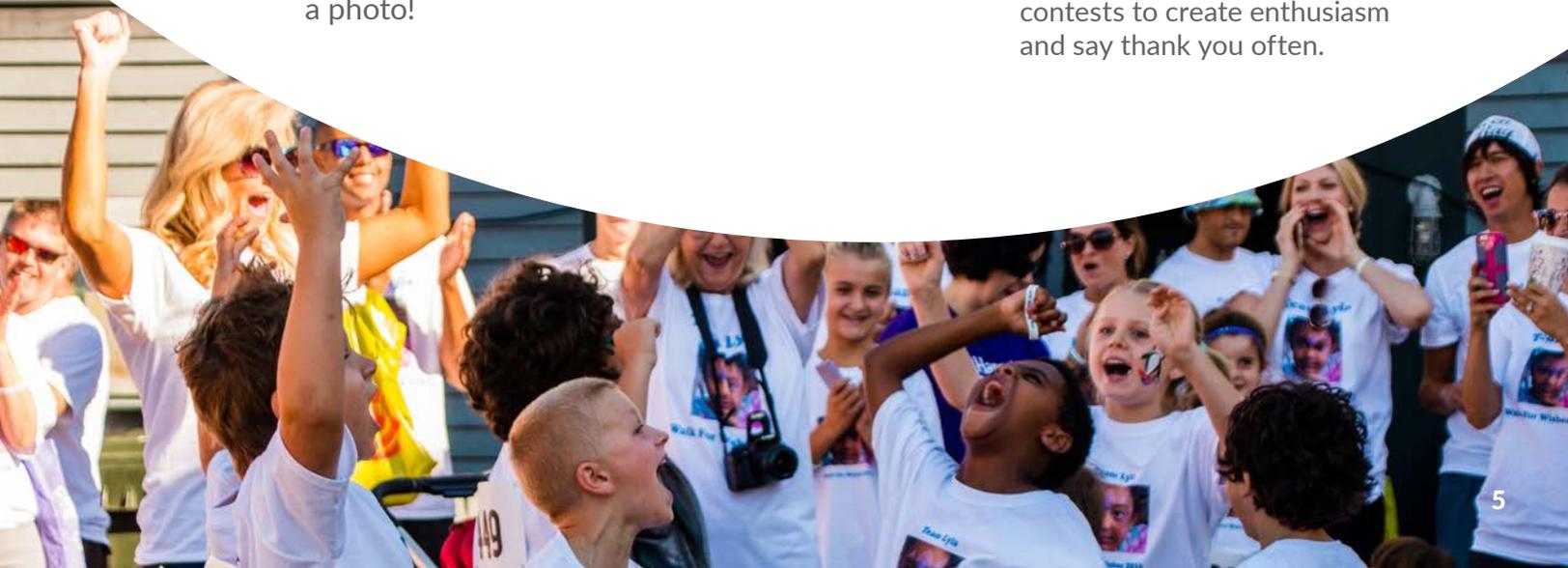
### STEP 6: ASK FAMILY AND FRIENDS TO DONATE

Sending emails is the single most important action you can take to raise money! Send requests for donations to family and friends and enjoy watching how they respond. Remember, it takes 2-3 requests to secure one donation!



### STEP 7: ENCOURAGE AND MOTIVATE YOUR TEAM

Touch base with team members regularly to keep them excited about the *Walk For Wishes* event – and motivated to raise pledges. Provide fundraising tips, host contests to create enthusiasm and say thank you often.



# Team Captain

## RESOURCES & STRUCTURE

### TEAM CAPTAIN RESOURCES

We know you are busy so we have made it possible to make being a team captain simple and easy. Once you have committed to this role you can count on us for all of the tools and resources you need, including:

- Sample email templates to send out in your online headquarters at [wisconsin.wish.org/madison](http://wisconsin.wish.org/madison)
- Marketing Materials and Supplies:
  - *Walk For Wishes* Mini-Poster
  - Marketing Folder
  - Thermometer Poster
  - Team Captain Business Cards
  - Paper Make-A-Wish Stars
  - Star Sales Poster
- Staff Contact. To receive any of the above, call Jade at 608.252.4323. We mean it when we say it is our job to make sure you are successful!

### CORPORATE TEAM STRUCTURE

“Corporate team leader” and “team captain” are words that are often used interchangeably. It is true that corporate team leaders usually also serve as a team captain. However, they also accept the additional responsibilities associated with coordinating a team, including:

- Coordination of promotional activities and internal incentives
- Scheduling of internal recruitment and fundraising events
- Recruitment of additional team captains
- Communication with all team captains
- Liaison to Make-A-Wish chapter staff



Create friendly competition by recruiting department heads to serve as team captains who can recruit employees to walk and fundraise.

# 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.

## MAKE IT PERSONAL

Share your own story, or the story of a child (or family member or friend) who benefited from a wish? Maybe your story is about gratitude for your healthy children.



## 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.

## ASK CONFIDENTLY

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



## FACEBOOK

- Update your status at least once a week with information about why you are participating and what friends can do to support you!
- Always include the link to your **Walk For Wishes Personal Fundraising Page** to make donating simple!
- Consider creating a Facebook Group Page for your *Walk For Wishes* Team. Facebook groups are easy to create and a simply way to communicate with team members.

## TWITTER

- Follow Make-A-Wish Wisconsin on Twitter at @MakeAWishWI
- Tweet about your fundraising progress, let followers know you are seeking donations.
- Always include the link to your **Walk For Wishes Personal Fundraising Page** in posts.
- Update your profile to include your **Walk For Wishes 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, LinkedIn and more to the conversation and you can see the potential!*

# Pledge Prizes

Everyone who raises \$100 or more in pledges will receive an official *Walk For Wishes* premium heathered t-shirt in royal blue, designed by Three-Headed Design.

Have your pledges in before August 1 to guarantee your preferred size. If you raise \$125 or more, you will also earn an additional pledge prize from the list below.



## \$125 LEVEL

Make-A-Wish  
Inflatable Lounger  
in Blue



## \$750 LEVEL

\$75 Gift Card from Meijer,  
Kohl's or Amazon



## \$350 LEVEL

Make-A-Wish  
Hooded Sweatshirt  
in Royal Heather



## \$1,000 LEVEL

Choose any TWO levels  
(limit ONE Gift Card)

*All pledge dollars must be received no later than the start of the event to count towards your pledge prize total. Prizes at \$125 level or above are not cumulative; you may substitute a lower-level prize if desired.*



# Star Sponsorship

INCLUDES CUSTOM TEAM T-SHIRTS



You can become a Star Sponsor at the \$3,000 level. Each team member receives a customized team t-shirt. Your team will sponsor a child's wish and receive a commemorative brass star with the child's name and a story about his or her wish.

If you would like more information about becoming a Star Sponsor please contact Jade Pekol, Regional Coordinator, at [jpekol@wisconsin.wish.org](mailto:jpekol@wisconsin.wish.org) or call 608.252.4323.

## SPECIAL THANKS TO

### PRESENTING SPONSOR

Habush Habush & Rottier S.C.

### JOY SPONSOR

Madison Pediatric Dental

### STRENGTH SPONSOR

JP Morgan Chase  
RSM

### HOPE SPONSOR

Total Administrative Services Corporation

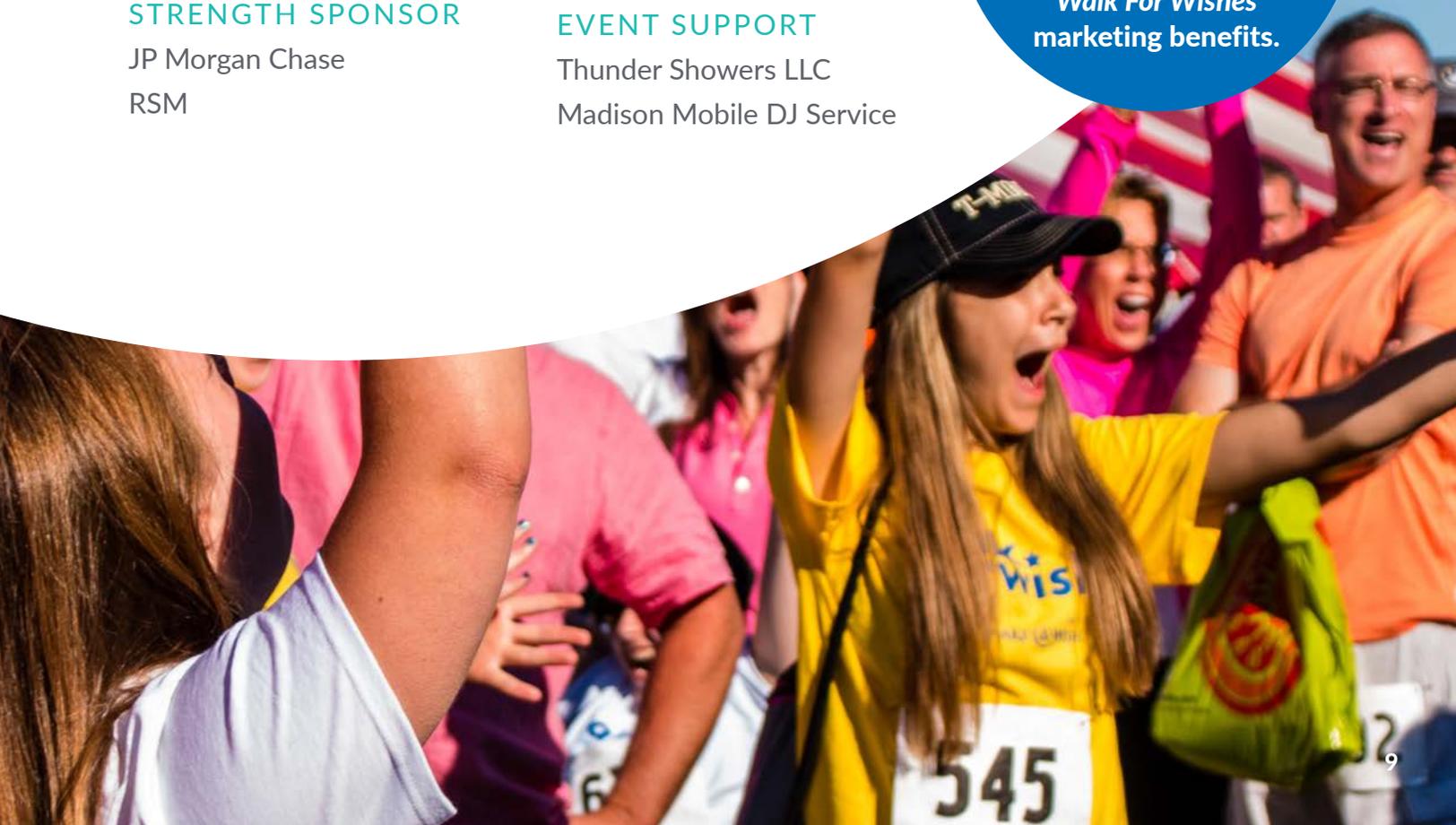
### MEDIA SUPPORT

WMTV NCB15  
Z104/iHeartRadio

### EVENT SUPPORT

Thunder Showers LLC  
Madison Mobile DJ Service

Sponsorship Opportunities are available if your company would like to provide financial support in exchange for *Walk For Wishes* marketing benefits.



# Team Captain

## TAKE IT TO THE NEXT LEVEL

### TEAM T-SHIRTS

If you are not a Star Sponsor, you can still generate team spirit by designing and printing team t-shirts! Consider asking a local print shop to donate the cost of printing or ask your boss to make your company the t-shirt sponsor. Wear your t-shirts on race day to show the crowd you care about the Make-A-Wish mission.

### TEAM FUNDRAISERS

In addition to sending emails, calling and writing letters to your friends and family, team fundraising events can be a fun and exciting way to support the mission of Make-A-Wish. All funds generated can be put towards your *Walk For Wishes* team goal. Take it to the next level; try one of these creative FUNdraising event ideas too!

- Auction
- Bake Sale
- Brown Bag Lunch Week
- Car washes
- Dog Walkers
- Dress-Down Days
- Fish Fry
- Flower Sales
- Garage Sales
- Gift Basket Silent Auctions
- Golf Tournament
- Media Sales
- Raffles
- Sell Make-A-Wish Paper Stars

### INTERNAL INCENTIVES

Ask your boss to support your efforts on behalf of Make-A-Wish by providing incentives to employees for their participation and fundraising efforts. Incentives can be distributed based on a minimum fundraising amount (For example: "Raise a minimum of \$100 for Make-A-Wish and receive two free movie tickets") or provide a reward for the top fundraisers on your team. Incentive ideas are endless, but here are a few of our favorites:

- Movie tickets
- Gift cards
- Free food in the company cafeteria
- Take the boss' parking space for a month
- Extra paid time off



### EMPLOYER MATCHING GIFT INFORMATION

Double your donation! Many companies will match tax-deductible donations made to charitable organizations. Contact your company's Human Resources department and ask if they will match your donation to Make-A-Wish and encourage all of your team members and donors to do the same.

# 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 \$ \_\_\_\_\_

\_\_\_\_\_ x \$ \_\_\_\_\_ = \$ \_\_\_\_\_

# of walkers

Avg. \$ raised per walker

**Team fundraising goal**

### PERSONAL FUNDRAISING GOAL

My Personal Donation

\$

Email Campaign Donations

\$

Internal Company Events

\$

Company Support

\$

Other

\$

**TOTAL**

\$

### LAUNCH TASKS

X	TASKS	DUE DATE
	Register as a team captain	
	Recruit co-captains	
	Personalize team and individual fundraising pages	
	Order materials from Make-A-Wish office (stars, posters, etc.)	

### RECRUITMENT TASKS

	Email department heads asking them to serve as team captains	
	Ask team members to recruit at least one additional walker	
	Send email invitation to all employees	
	Schedule internal kick-off event with Make-A-Wish office	

### FUNDRAISING TASKS

	Make a personal donation	
	Send donation request email to friends and family	
	Send follow-up emails to friends and family who have not donated	
	Post donation requests on all social media sites	
	Plan at least one internal company fundraising event	
	Ask your boss for a corporate donation	