



Make-A-Wish[®]
COLORADO

WALK
FOR WISHES[®]
presented by
5 DayDeal
.com

PARTICIPATION GUIDE 2021

Dates To Remember

July 31: Early Bird Registration Ends

August 23-27: Team Week

October 2: Walk Day!

OUR HISTORY

Make-A-Wish Colorado was founded in April of 1983 in memory of 7-year-old Jennifer Mazak, by her mother Joan. Jennifer was diagnosed with a liver condition at an early age and spent most of her life in and out of the hospital. She passed the time listening to her favorite radio station, KIMN, and dreamt of meeting the station's mascot: a chicken! One hot summer day, the KIMN Chicken showed up at her door and the two spent the day together. Joan saw what a profound effect this experience had on her daughter. Joan started Make-A-Wish Colorado to bring this same joy to other children!



OUR MISSION

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



OUR WISHES



I wish to go...

Travel throughout the U.S.
or internationally



I wish to have...

A shopping spree, room
makeover, computer, or puppy



I wish to meet...

A favorite celebrity, athlete,
musician, or band



I wish to be...

A princess, police officer, actor,
or even a superhero



I wish to give...

Instruments to a school marching
band or toys to cancer patients

OUR IMPACT

In 38 years, we have granted nearly 6,000 wishes of every variety imaginable. A wish has life-changing impact because it creates an opportunity for hope and the ability to experience life beyond illness.

89 percent

of medical professionals surveyed believe a wish experience can positively influence a child's health.

98 percent

of parents surveyed said the wish made them feel like a normal family.

92 percent

of volunteers surveyed felt a deeper commitment to philanthropy and volunteer work.

We believe a single wish transforms lives.



Walk For Wishes® Event Info

Be a “Walk Star” for Make-A-Wish Colorado this fall and make wishes come true for Colorado children with critical illnesses. Participate in the 5th annual Walk For Wishes on Saturday, October 2, 2021. That’s right, we’re still walking! We have two ways for you to participate: join us in-person at the Great Lawn in Denver or walk where you are! Wherever you choose to celebrate we invite you to lace up your shoes and WALK so local children can WISH.

REGISTER



FUNDRAISE



WALK

Event FAQs

EVENT DATE?

Saturday, October 2, 2021

EVENT TIME?

9:45 AM - Opening Ceremony
in-person or via Facebook!
facebook.com/WishColorado

EVENT LOCATION?

Great Lawn Park
101 Yosemite Street,
Denver, CO 80230
or in your neighborhood!

REGISTRATION FEES?

\$0! Go to walkforwishesco.org
to sign up and start fundraising!

MORE INFO?

www.walkforwishesco.org



Walk For Wishes History

Make-A-Wish Colorado hosted the first Walk For Wishes in 2017 to bring the community together to celebrate the joy of granting wishes. In 2020, the event switched to virtual and we had over 455 participants, 55 teams and raised over \$107,000!

“STEPS” TO MAKE THE MOST OF YOUR WALK!



Register

Go to walkforwishesco.org to set up your team!



Set a Goal

Remember, the average walker raises \$100. How many people can you recruit?



Go First

Make a donation to your personal fundraising page. The size doesn't matter, but your willingness to donate confirms for friends and family that you are committed to the Make-A-Wish mission.



Personalize Your Team Page and Personal Fundraising Page

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



Recruit Virtual Walkers

Invite family and friends to join you in this important cause. Use all of the communication methods at your disposal including email, social media, text and phone calls.



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. Don't forget to follow up.



Encourage and Motive Your Team

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



Walk

Join us at The Great Lawn Park or gather your team together and walk around your neighborhood while celebrating the wishes your fundraising has helped grant.



GO SOCIAL



How to raise funds on social media

Did you know fundraisers who share their personal fundraising page to Facebook raise 40 percent more than those who don't? Add Twitter, Instagram, and more to the mix and you can see the potential social media has for fundraising! Remember, the number one reason why people give is simply because they were asked, so ask everyone you know!

Social Media Tips

- Update your status at least once a week about why you are walking and how your friends can support you.
- Always include the link to your Walk For Wishes fundraising page to make donating simple.
- Create a Facebook group for your Walk For Wishes team. Facebook groups are easy to create and provide a simple way to communicate with your team.

SAMPLE TEMPLATE LANGUAGE

Team Recruitment

I'm walking for wishes! Will you join me? Lace up your shoes to help Make-A-Wish Colorado grant wishes for children battling critical illnesses! Learn more and register today at www.walkforwishesco.org.

WALK with me. WISH with me. Form a team or join my team, _____ for Make-A-Wish Colorado's Walk For Wishes on October 2! Together, we can help grant the wishes of children with critical illnesses. www.walkforwishesco.org

Fundraising

Wishes are life-changing. Hope is essential. Help me bring hope, strength and transformation to Colorado children who need it most. Every dollar raised will go to directly to Make-A-Wish Colorado to help create life-changing wishes for children with critical illnesses. Will you help me reach my goal of raising ____? Donate today at _____.

I am raising money for Make-A-Wish Colorado because _____ (make it personal! Share your story here). Will you help me transform lives, one wish at a time? Every dollar counts! Donate today at _____.

Pro tip: Remember to tag Make-A-Wish Colorado in all your posts. Tag @WishColorado on Twitter and Instagram and @Make-A-Wish Colorado on Facebook!.

If you start a Facebook Fundraiser, please let us know! Email us at walkforwishes@colorado.wish.org to ensure you and your team receive credit for these donations!

TAKE IT TO THE NEXT LEVEL

INDIVIDUAL FUNDRAISING INCENTIVES

RAISE \$100

★ Make-A-Wish T-shirt

RAISE \$250

★★ Make-A-Wish T-shirt + Tote

RAISE \$500

★★★ Make-A-Wish T-shirt + Tote + Mug

RAISE \$1,000

★★★★ Make-A-Wish T-shirt + Tote + Mug + Picnic Blanket

Reach these fundraising levels by Friday, September 10 in order to receive them by Walk Day!

Team T-Shirts

Generate some team spirit by designing and printing team t-shirts. Come up with a design yourself or have a contest among team members. Consider asking a local print shop to donate the cost of printing the shirts or ask your boss to make your company the t-shirt sponsor. Wear your t-shirts on walk day to show your support of the mission of Make-A-Wish.

Team Fundraisers

In addition to asking for support from friends and family, team fundraisers can be a fun and exciting way to support the mission of Make-A-Wish. You can band together as a team to host a garage sale, have a penny war competition at work or sell flowers in the company lobby and to your neighbors. You shouldn't be the only one raising funds on your team!

Team Incentives

As team captain, it is fun and encouraging to offer your own fundraising incentives to team members who help raise funds. Consider giving gift cards to those members who fundraise or a special prize to your top fundraiser. It can be simple enough as cooking dinner for them or buying a gift card to their favorite restaurant.

VIRTUAL WALK DAY IDEAS

Joining us virtually? Here are some fun ideas to make your Walk Day special!

Breakfast of Champions!

Invite friends and family over for a social distance breakfast and watch the Virtual Opening Ceremony together as a team. Share your own personal connection to Make-A-Wish Colorado and why you are walking.

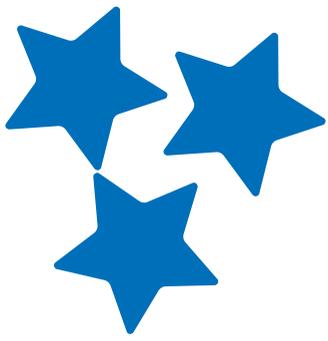
Costume Contest!

Pick a theme and encourage team members to dress accordingly! Whoever has the best contest wins!

BINGO!

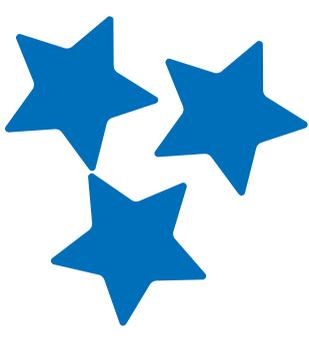
Invite the kids to play Walk For Wishes Bingo while you walk! How many items can they find? As you find images, post photos to your social media (tagging @WishColorado and using #WalkForWishesCO & ask friends and family to support with a donation.

Fire Hydrant <i>I wish to be a firefighter</i> Tyren, 3	Police Car <i>I wish to be a police officer</i> Chris, 7	Trash Can <i>I wish to be a garbage man</i> Ethan, 6	Garden/Flowers <i>I wish to take care of the world</i> Amelia, 8
Swing Set <i>I wish to have a playset</i> Alexa, 2-1/2	Play or Tree House <i>I wish to have a treehouse</i> Bowde, 4	American Flag <i>I wish to be a Marine</i> Haoran, 7	Dog <i>I wish to have a white fluffy puppy</i> Jade, 7
Bike <i>I wish to have an orange bike</i> Matt, 3	Runner <i>I wish to have a running blade</i> Yangzi, 19	Sandbox <i>I wish to build sandcastles at the beach</i> Madison, 6	Sports Team Logo <i>I wish to have a baseball field in my backyard</i> Thomas, 10
BBQ Grill <i>I wish to be a chef</i> Amina, 6	Airplane <i>I wish to build an airplane</i> Kyer, 8	Donate <i>\$1, \$3 or \$5 for every item you find.</i> walkforwishesco.org	Skateboard <i>I wish to be a professional skateboarder</i> Angel, 6



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I'm walking for wishes in

Who do you walk for?

Regardless of how you ask for support – in-person, through email or on Facebook – sharing your personal reasons for supporting Make-A-Wish is essential. Please print out this star and let us know who you are walking for! We would love to see you decorate it and walk with it. Please send us your photos at walkforwishes@colorado.wish.org or post in on social media with **#WalkForWishesCO** and tag us at **@WishColorado** on Instagram and Twitter, and **@Make-A-Wish Colorado** on Facebook. Make sure you're following us, too!

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