

Make-A-Wish®

TRAILBLAZE

FOR WISHES

HOW TO PERSONALIZE YOUR FUNDRAISING PAGE

Once you're signed up for **TRAILBLAZE FOR WISHES** you will be provided with a unique fundraising page which you can personalize in support of raising funds for Make-A-Wish. We understand how important it is to be able to tell your '**WHY**', sharing with your friends, family and colleagues your motivation to fundraise and support granting the wishes of children with critical illnesses.

You will be able to customize your page with your 'WHY', a photo or video and a personal ask to your networks to support you.

Personalizing your page (along with making the first donation) goes a long way to smashing your goals—actually, research shows those who donate and personalize their page go on to raise 75% more!

STEP-BY-STEP GUIDE

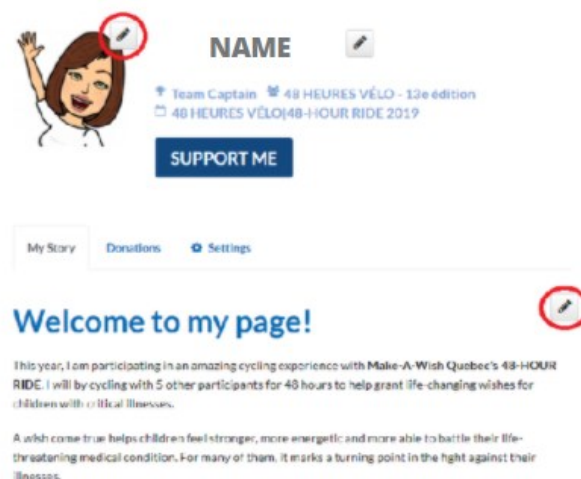
- 1) Log in at www.trailblazeforwishes.ca



- 2) Click on 'Your Page'



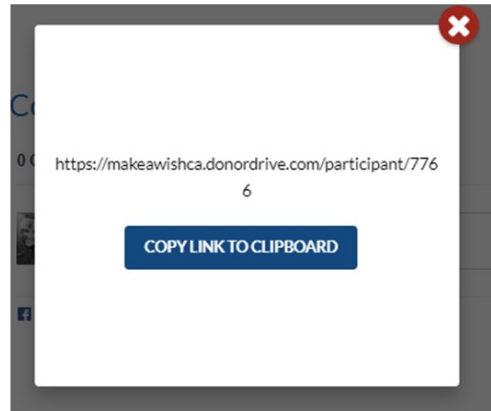
- 3) Edit your custom fundraising page, by clicking on the pencils. Change your photo and write your story explaining what you will be doing, why you've signed up for **TRAILBLAZE FOR WISHES** and tell donors why you need their help.



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- 4) Scroll down to the bottom of the page to find your personal link to share on your social media!



To help you get started, we have created some message templates that can be used in your emails to your networks. You can also use these templates on social media to recruit donors or even more participants.

Check out the posts here!

Procedure Offline donations

What is offline donations?

An **Offline Donation** is a pledge that you receive in the form of cash or check. Even though this donation is in your possession, you can add it to your Donor Drive page to track your donations.

How to add offline donations :

- Access your **online profile**
- Under the **Donations** tab, select **Add Offline Donation**:
- Add the **donor's information** (name, address and email) and select **Add a donation**.
- Then communicate with your local chapter representative to make the payment with **your credit card** or send the cheque to your local chapters mailing address. All local chapter mailing addresses can be found here.
- Once the **donation is approved**, the system sends the receipt to your donor.

