

RIDE FOR WISHES

HELPFUL TIPS TO RECRUIT TO YOUR TEAM



REACH OUT TO YOUR NETWORK

Why not ask family, friends, coworkers or other social groups to join your team?

- **Make the ask.** You will be surprised by how eager your network will want to help (either through participation or donations)
- **Share what you're doing and your WHY!** Sending them your personal fundraising link will tell them your motivation and the fun challenge you have set yourself (*it may also inspire them to take part!*)
- **Tell them how easy it is!** Send them to the registration link and give them your 'Team Name' to search and join.

Remember, this might not be for everyone, so if someone isn't interested in signing up to join you...why not ask them for a donation instead?!



SHARE YOUR "WHY"

- **Make it personal! Share the reason "WHY" you are taking part.**

Customize your team and personal fundraising page to share your story. Let people know why you are involved or your connection to Make-A-Wish®

- **Mission Moments.** Include mission moments whenever you can. This helps teammates to know that they are making a difference. We have this helpful page created to show you lots of our wonderful wish kids across Canada who have either had their wish, or who are still imagining what their wish may be.



SOCIAL 101

Snap a photo. Tweet a message. Share on Instagram.

Use social media to promote what you are doing to your far and wide friends, family and colleagues. We have **LOTS** of social media assets that you can use to share your messages, recruit to your team and showcase your fun challenge. Check them out here. Looking for more ideas? You could also research local influencers to see if they are willing to help promote as well. **Get the word out!** The more people who know, will help drive up registration and your fundraising efforts.

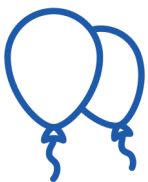


NOW YOU'VE RECRUITED YOUR TEAM... HOW TO KEEP THEM ENGAGED!



SET FUN TEAM CHALLENGES

- **Set an ambitious team goal for fundraising:** Each participant has a personal goal of \$500 (some may have a higher target set), well why not see if you can reach the next milestone as a team?
- **Lead by example!** Start with a self-donation so your team follows you. Did you know, making the first donation on your page is proven to increase your ability to hit target by 75%!
- **Motivate!** Encourage your team to think outside the box to reach their fundraising goal. What about 'Walking Meetings', 'Weekly Hikes', 'Forfeits', the possibilities are endless...



IT'S TIME TO RAMP UP THE EXCITEMENT!

This may be a virtual event, but there are some great ways for you to motivate and add excitement and enthusiasm for the team:

- **Pick a fun team name**
- **Create a team theme—tap into that creativity**
- **Set up regular meetings to inspire and share your accomplishments (zoom, teams, skype, whatsapp...)**
- **Host mini activities like bingo or trivia to bring the team together and keep it fun**
- **Have small prizes for hitting milestones. If you're working with a corporate team, why not auction off a day off work as an incentive?**