



Fundraising Tips for: **Make-A-Wish® Trailblaze for Wishes**

For Team Captains

- ★ Make sure information is trickling down to your team members (fundraising ideas, contests, deadlines, etc.) and ask them if they need any support with their fundraising.
- ★ Incentivize your team members by having a team BBQ or draw a prize for the member with the most donations collected.
- ★ Don't forget to mention and give your team members a shout out when they've reached their goal. It helps motivate other team members.



Most important tip, follow up: **It has been proven that it takes at least 4 follow-ups with donors to get the donation.** Don't be shy, you are asking for a good cause! Some people need more than one email or call and will appreciate the reminder.



Fundraising Page Link

- ★ Scroll to the bottom of your fundraising page, on the right hand side, to find the button to copy your link to your clipboard.

Get The Word Out



Personal Donation

- ★ Making a personal donation not only kick starts your fundraising and helps you get closer to your goal, but it shows your potential donors your commitment to the cause.



Start Your Asks

- ★ Login to your account and start sending emails to your contacts, with our ready to go email templates.
- ★ We have pre-written social media messages which you can copy and share to update your network.



Social Tools

- ★ Update your social media cover photos to let your networks know what you're doing to help make wishes come true.
- ★ Add our image to your email signature and link it to your personal fundraising page so donors can easily make a donation and read all about your challenge.
- ★ On virtual calls all day? Time to change your background to spark up a conversation.



Create Incentives For Your Donors

- ★ You can add incentives to your personalized fundraising page as a way to offer your donors something in return for supporting you reaching your fundraising goal.
- ★ For example, baking your donors a dozen cookies for each donation they give you, or letting them chose a funny costume for you to wear on your next run.



Share Our Mission

- ★ A wish story will help you make your contacts aware of the mission and help them understand the impact of their donation.
- ★ New social tools are available on our website with mission and donation stats.



Time To Organize A Fundraiser

- ★ BBQs, get togethers, block parties, it is all coming back! This is your chance to make your in person asks with your pledge form.
- ★ Host a games night, organize a raffle, or ask your entourage to make a donation in lieu of gifts for your birthday.

Matching Gifts & Kilometers

- ★ Ask your HR department if your company has a matching gift program.
- ★ To help motivate you to hit your activity goal, would your company or any friends & family like to pledge you \$1 per kilometer you complete?



One Last Challenge For You

- ★ This challenge is a simple way to fundraise and all you have to do is make a few simple asks to get a quick \$250 in your thermometer. Check it out ☞

THE ASK

THE ASK	TOTAL
Pledge yourself \$50	\$50
Ask 3 family members for \$15 each	\$45
Ask a business you frequent to donate \$10	\$10
Ask 2 co-workers to donate \$15 each	\$30
Ask 3 friends to donate \$15 each	\$45
Ask someone who you supported, to now support you with a \$20 donation	\$20
Ask 5 Facebook Friends to donate \$10	\$50

How to make \$250 fast...

\$250