



Fundraising Tips for: Make-A-Wish® 48-HOUR RIDE

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.



1. 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



2. 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.



5. Fundraising Page Link

- ★ 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 participation.

3. 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.



4. Create Incentives For Your Donors

- ★ You can add [milestones and 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 one of your rides.



6. 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.
- ★ [Social tools](#) are available on our website with mission and donation stats.



7. 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.



8. Matching Gifts

- ★ Ask your HR department if your company has a matching gift program, which will instantly double the funds you raise.



9. 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	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