

walk★
FOR wishes®

TEAM LEADER PACKET



Make-A-Wish®
SOUTHERN NEVADA

Town Square Las Vegas
MARCH 10, 2018

Welcome!

Thank you for agreeing to serve as a Team Leader! You have joined an incredible group of people committed to granting the wishes of children facing critical illnesses.

Make-A-Wish is committed to providing you with the tools and resources needed to make sure your experience is memorable and meaningful. This packet is full of helpful information, but don't miss out on the following:

How to Make the Most Impact in Minimal Time – Being a Team Leader doesn't have to take a lot of time.

How to Build Your Team – Team Leaders who recruit additional Team Leaders multiply their potential for success and create a fun atmosphere of internal competition.

The entire team at Make-A-Wish will be cheering you on toward your personal and team goals, and we are available to help you every step of the way. We will be in touch soon to introduce ourselves and to see how we can help ensure your success as a Team Leader.

Thank you for walking hand-in-hand with us to make wishes come true. We look forward to seeing you soon.



What You're Supporting

Mission

Together, we create life-changing wishes for children with critical illnesses. Our mission is our common starting point and ending point. It's what unites us, what we strive for and ultimately what we do – every single day.

History

Make-A-Wish was founded in 1980 in Phoenix, Arizona, when a small group of people helped a seven-year-old boy named Chris Greicius achieve his wish – to be a state trooper for a day. Since that time, Make-A-Wish has grown into a Top 10 charity.

Walk For Wishes

Powered by wish families, volunteers, donors and friends, the Walk For Wishes event is a nationwide Make-A-Wish fundraiser that celebrates thousands of wishes that have already been granted while raising money for future wishes.

Our Walk For Wishes event may last only a few hours, but the funds you and your team raise can be a turning point for the children we serve.

Wish Impact*

A Make-A-Wish experience truly helps children feel stronger, more energetic, more willing and able to battle their life-threatening medical conditions. For many, it marks a turning point in their fight against their illnesses.



Adult wish kids

say they experienced improved mental and emotional health



Adult wish kids

say their wish experience gave them the courage to pursue opportunities that were difficult or impossible before they received their wish.



Parents

reported that the wish experience gave their children increased feelings of happiness, and 91 percent observed that the wish experience decreased their children's depression or sadness.

A wish improves children's state of mind, replacing fear with happiness and helping them to feel like normal kids again.

* Make-A-Wish America. "Wish Impact Study Results – Initial Phases: Jan – Dec 2010." March 2011.



EVENT DETAILS

Date:

Saturday, March 10, 2018

Location:

Town Square Las Vegas

Registration Begins:

7:00 a.m.

Opening Ceremonies:

8:00 a.m.

Walk Begins:

8:30 a.m.

Distance:

3.1 miles (5K) or 1 mile





I'm a Team Leader – Now What?

Team Structure

Team Leaders are in charge of building their own team of at least 10 walkers, as well as recruiting additional Team Captains who will also recruit walkers. Other responsibilities associated with being a Team Leader include:

- ★ Coordinating promotional activities and internal incentives
- ★ Scheduling internal recruitment and fundraising events
- ★ Communicating with all team captains
- ★ Being a liaison to the Make-A-Wish chapter staff

Encourage your Team Captains to create *friendly competition* by seeing who can recruit the most walkers.

Communication is the key to forming a successful walk team.

The following organizational chart details the most effective structure for recruiting walkers and creating a chain of communication.





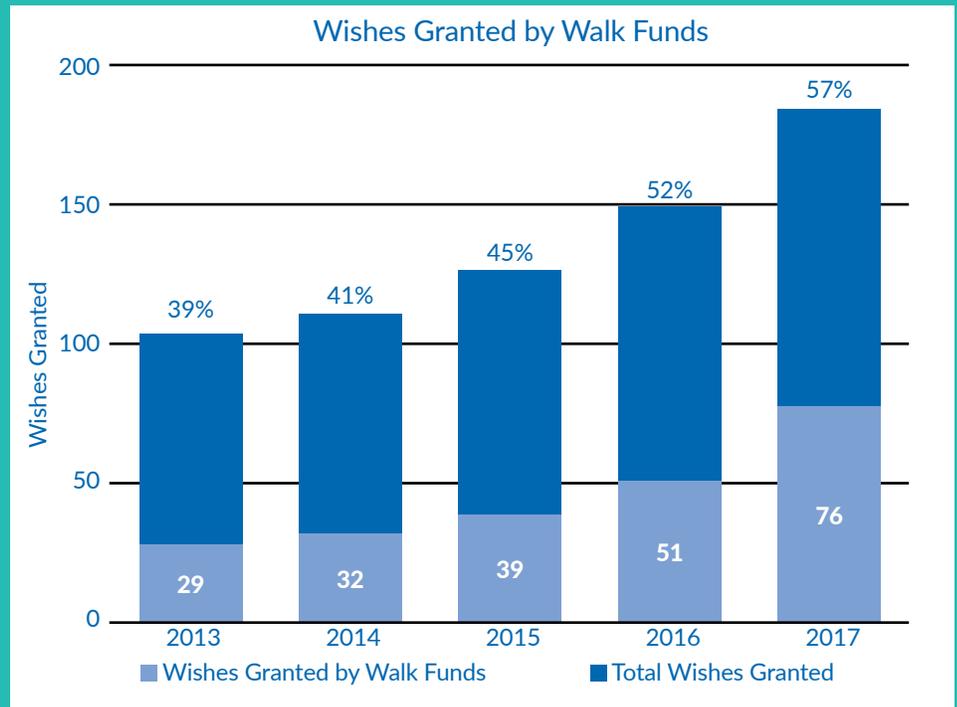
Your Resources

We know you are busy so we have made it possible to make being a Team Leader simple and easy. Once you begin your role as Team Leader, you can count on us for all of the tools and resources you need, including:

- ★ **Sample email templates to send out in your online headquarters**
- ★ **Marketing Materials and Supplies**
Contact Make-A-Wish Southern Nevada to order these tools:
 - Save-the-Date Postcards
 - Brochure
 - Poster
 - Pocket Folder
 - Walk For Wishes Flyers
 - Paper Make-A-Wish Stars
 - Star Sales Poster



Financial support for Make-A-Wish comes from individual, corporate and foundation donors. With 78 percent or more of dollars received dedicated to granting wishes, the Walk will help grant more than half the wishes we'll execute this year.





Team Leader Step-by-Step Guide



Step 1: Register

If you have yet to register, visit www.walkforwishesnv.org to start today.



Step 2: Set a Goal

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



Step 3: 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 our mission.



Step 4: Personalize Your Team Page and Personal Fundraising Page

Share your personal story about why Make-A-Wish is important to you. Or share your wish kid Ambassador's story and how that impacted you. Don't forget to include a photo!



Step 5: Recruit Walkers

Invite co-workers and your family to join you in this important cause. Use all of the communication methods at your disposal including email, social media, text and old-fashioned (but highly effective) face-to-face conversations.



Step 6: 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.



Step 7: Encourage and Motivate Your Team

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

Fundraising Tips



How to Raise Funds

The number one reason why people give is simply because they were asked. Don't be shy – ask everyone you know.



Ask Everyone

Close friends and family are the obvious choice, but don't forget co-workers, church members, your child's baseball coach and businesses you frequent.



Ask Confidently

You are not asking for money for yourself, you are asking for support of Make-A-Wish because wishes change lives.

1

2

3

4

5

Make it Personal

Share your own story. Did your child (or another family member or friend) benefit from a wish? What is their story? Maybe your story is about gratitude for your own healthy children. Whatever your reasons for participating with Make-A-Wish, share them.



Use Online Tools

The online tools are designed to make fundraising simple for you and your donors. In addition, it is the most effective way to raise money. Online gifts average \$50 per gift and participants who send emails generally find they receive a three-to-four times higher response rate than those that ask for check or cash donations.





Team Leaders: Take It To The Next Level

Team T-Shirts

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

Team Fundraisers

In addition to sending emails or writing letters, team fundraising events can be a fun way to support Make-A-Wish's mission. Host a sale, have a penny war competition at work, sell flowers in the company lobby or try one of these creative ideas:

- ★ **Bake Sale**
- ★ **Brown Bag Lunch Week** – Invite co-workers to bring a bag lunch instead of going out. Ask them to donate the money saved to your fundraising efforts.
- ★ **Dress-Down Days** – Ask your company to allow an official Dress Down Day. For the privilege of dressing down, employees donate \$20 toward your fundraising efforts.
- ★ **Gift Basket Silent Auctions**
- ★ **Golf Tournament**

More ideas on next page

Team Leaders: Take It To The Next Level

continued

- ★ **Lunch Sales** – Get a Taco Truck or another form of lunch to sell at the office. Have the vendor give you a percentage of the proceeds from that day's revenue. Better yet, get the food donated and sell it to your co-workers to make donations
- ★ **Employer Matching Gifts** – Double your donation! Many companies will match tax-deductible donations made to charitable organizations. Contact your company's Human Resources department and ask if they will match your donation to Make-A-Wish and encourage all of your team members and donors to do the same.
- ★ **Sell Make-A-Wish Paper Stars** – Paper stars are available from your local Make-A-Wish office. Sell them for a suggested donation of \$1, \$5, \$10 or more. Posting the paper stars around the office is also a great reminder for people who haven't registered or donated yet to join the fun.

Internal Incentives

Ask your boss to support your efforts on behalf of Make-A-Wish by providing incentives to employees for their participation and fundraising efforts. Incentives can be distributed based on a minimum fundraising amount ("Raise a minimum of \$100 for Make-A-Wish and receive two free movie tickets from [insert company name]") or provide a reward for the top fundraisers on your team.

Incentive ideas are endless, but here are a few of our favorites:

- Movie tickets
- Gift cards
- Free food in the company cafeteria
- Take the boss's parking space for a month
- Extra paid time off



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Thank You For Supporting
The Mission Of Make-A-Wish

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