

Captain's Guide



Welcome and Thank You!

Welcome to your role as a team captain on a Walk for Wishes Team! Thank you for taking on this job as we work to make the 2011 Walk for Wishes a great success.

The Make-A-Wish Foundation® of Illinois grants the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength, and joy. Over the last 25 years, we have made wishes come true for more than 9,000 children in Illinois.

The Walk for Wishes is an indoor family fun event where community members come together in support of our mission. By leading a team, you can help us grant wishes!

Teams are encouraged to set a fundraising goal and to collect donations from friends, family, and community members in order to reach their goal. Our hope is to raise over \$20,000 at the Walk for Wishes this year and grant 4 wishes!

Your Role As Team Captain

A successful team needs a strong leader. As Team Captain, you will be key to your team's success.

The following highlights some ideas to help you in your role as Team Captain.

Recruit Team Members

Team Members Come from Your Personal Connections in the Community:

- Co-Workers
 - Neighbors
- Family Members
- Parents from School or Day Care
- Members of Your Place of Worship

Set Goals

- Decide How Many Team Members You Need
- Decide on the Amount You'll Raise Together

Motivate Your Team

- Share the wish stories from the Walk for Wishes website (<http://walk4wishes2011.kintera.org>) with your teammates to remind them why you are all working so hard to raise money.
- Additional stories are always posted on the Make-A-Wish Foundation of Illinois' website www.wishes.org, and others are available from Alison Storm at storm@wishes.org.

Assist in Fundraising

- Help your team members sign up for the Walk for Wishes either online or with the team registration form.
- Share sample emails and letters with your teammates.
- Encourage your team members to reach out to their friends and family.

Communicate, Communicate, Communicate

- Send updates to team members as fundraising milestones are reached.
- Create friendly competition among team members by rewarding members who recruit the most new members or who raise the most in one day.
 - Highlight team members' success.

Please and Thank You

- Make sure to thank team members for their participation.
- Send thank you notes to team members and sponsors. You could even include a group photo from the day of the event.
- Meet at a local restaurant to celebrate the team's success.

How to Raise \$250

Raising \$250 may seem like a daunting task. But, if you break it up into smaller amounts and take your time, it can be simple.

Share this information with your team members to help them raise \$250.

Make a \$25 personal donation	\$25
Collect 100 quarters	\$25
Ask two friends for \$20	\$40
Ask two family members for \$15	\$30
Ask a grandparent for \$30	\$30
Ask five co-workers for \$10	\$50
Ask two neighbors for \$10	\$20
Ask two local businesses for \$15	\$30
Grand Total	\$250

Sample Email

Recruiting Team Members and Fundraising

Subject: Walk with Us at the Walk for Wishes!

Dear (name),

Our team is walking in the Walk for Wishes on March 12, 2011 at St. Clair Square. We are proud to help the Make-A-Wish Foundation® of Illinois grant wishes.

The Make-A-Wish Foundation of Illinois grants the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy. In 2011, their goal is to grant more than 760 wishes, and they have a long term goal of granting wishes to all eligible children in Illinois.

We want to help, and that is why we are walking. I am asking you to join us. Together, we can make a difference in the life of a child...right here in southern Illinois. We'll also have a chance to get together at the walk and have a great time. Call me at (number) to let me know if you can participate or register with Team (name) at <http://walk4wishes2011.kintera.org>.

If you can't make it, would you consider making a donation to our team? You can make a secure donation to our team online, or you can send me a check. Make it out to the Make-A-Wish Foundation of Illinois and mail it to my address below. Any amount will help us make wishes come true.

To learn more about the Make-A-Wish Foundation of Illinois, visit www.wishes.org.

Thank You!

Name

Address

Sample Email

Walk for Wishes Event Reminder

Subject: Walk for Wishes Next Saturday 3/12/11

Dear (Team Member Name),

The Walk for Wishes is only a week away. Don't forget to mark your calendar - March 12, 2011 at St. Clair Square.

Team (Name) is meeting at (Time) to distribute t-shirts, take a photo, and start the walk together. My cell phone number is (Number) in case you need to reach me.

Here's an update on our progress. Right now, we're still \$(Amount) short of our goal of \$(Amount). Make sure to send out those last few emails!

Every dollar we raise helps make magical wishes come true!

Thank You so Much!

Sample Email

Thank You Team Members

Subject: Thank You, Thank You, Thank You!

Dear (Team Member Name),

You raised money, you walked, you celebrated, and you did a great job! We had a fantastic time at the Walk for Wishes! Attached is one of my favorite photos.

I'm happy to report that we reached our goal! Together, we raised \$(Amount) to help the Make-A-Wish Foundation of Illinois grant wishes. Thank you so much for everything. I look forward to celebrating another fantastic success with you again for the 2012 Walk for Wishes!

Take Care,

Name