

Fundraising Toolkit

Resources | Common Fears about Fundraising | 9 Small Steps for a Big Impact

THANK YOU

Thank you for your interest in Brave the Bay! Whether you've registered already or are just curious, inside you'll find information on how to make the most out of your experience at Brave the Bay and help Make-A-Wish Greater Bay Area raise enough money to grant over 400 wishes this year! Once you register, it's time to rally the troops - friends, family members, co-workers, neighbors! The more people you invite to join your team, the more money your team can raise to help grant wishes for kids with critical illnesses.

As for fundraising, we'll get you up and running with your online and social fundraising tools in just a few clicks. Each dollar brings us closer to making every eligible child's wish come true.

We all have the power to grant a wish - some people just don't know it yet.



For every team member you recruit, every fundraising message you send, you're empowering the people in your life to transform the lives of children with critical illnesses in our community, children just like Carson who wished to visit Rome.

Carson got to see Vatican City, the Sistine Chapel, the Coliseum, and more. He especially loved the food, which he learned includes more than just pizza! Carson told Make-A-Wish that "The wish experience helped me realize that even though I've had it worse than normal kids, people are there to help me along the way." He was so thankful that his wish was granted and told us that he hopes to help others through their rough times in the future. And that is truly powerful.

Most of our supporters raise the majority of their funds in the last few weeks - but don't let that hold you back.

When you register, you'll automatically be set up with a personal fundraising page with tons of templates and ideas, meaning you'll be ready to fundraise in a matter of minutes!

Resources

Participant Center Online

Event Info Sheet

Fundraising Tips & Tricks

Fundraising Ideas A to Z

Common Fears About Fundraising:

WHAT IF THEY SAY NO?

The worst that can happen is that someone can decline to make a donation. We never know who has been touched by a child with a critical illness—maybe that person is waiting to be asked to help fight back. If you don't ask, how will you know?

I FEEL UNCOMFORTABLE ASKING FOR MONEY.

Although asking a stranger for money may feel unnatural, think about how their support can help strengthen and empower children battling critical illnesses.

Wishes are more than just a nice thing. And they are far more than gifts, or singular events in time. Wishes impact everyone involved - wish kids, volunteers, donors, sponsors, medical professionals and communities. The impact varies. For wish kids, just the act of making their wish come true can give them the courage to comply with their medical treatments. Parents might finally feel like they can be optimistic. And still others might realize all they have to offer the world through volunteer work or philanthropy.

EVERYONE I KNOW IS STRAPPED FOR CASH.

The beauty of Brave the Bay is that there are many ways to support the cause. If someone you ask is unable to make a monetary donation, ask them to help in another way. For example, they can bake cupcakes for an on-site fundraiser, host a garage sale and donate the proceeds to your team, and spread the word about your efforts throughout their social circle.

I DON'T KNOW WHAT MY GOAL SHOULD BE - WHAT'S ACHIEVABLE?

It's easy to raise your goal if you break it down into small pieces. Take a look at our different incentive levels and see what each dollar amount contributes to an actual wish. Be inspired by the things your financial goal can accomplish for a child's wish and let that guide your decision. Remember, every amount counts, and you can always increase your goal!



Nine Small Steps That Make a Big Impact:

1. Register 90+ Days Out

Did you know that Make-A-Wish fundraisers who start raising money 90 days before the event raise three times as much as those who wait to the last minute?

- Already registered? You are so ahead of the game!

2. Set Your Goal

Most people don't realize all the different ways donations contribute to the power of a wish. Your fundraising will give kids an experience that can improve their quality of life and strengthen their families - a wish that can help them discover hope and optimism. Take advantage of your head start and set a fundraising goal today...

- \$250 could provide a wish kid with a camera lens & bag for a photography wish
- \$500 could provide a wish kid and his family with hotel accommodations for a travel wish
- \$1,000 could provide airline travel for a wish family
- \$2,500 could provide a playhouse for a backyard makeover wish
- \$5,000 could provide a Disney Cruise for a family of 4
- \$10,000 adopts a full wish!



3. Make a Self-Donation

What better way to kick-start your fundraising and lead by example than with your own donation to help grant more wishes.

- A personal donation will show potential donors that you committed to Make-A-Wish and makes your ask much easier because you've already donated.
- As little as \$20 will show friends and family that you are on your way to hitting your goal!
- You can donate during the registration process or visit your personal fundraising page to make a donation later on.

4. Update Your Personal Page

Did you know that every participant gets their own personal fundraising page? It's the perfect way to share your story of why you're raising money for Make-A-Wish and make every dollar raised feel more personal for your supporters.

- You probably know someone whose life has been turned upside down by a critical illness, and you and your friends and family have, without a doubt, rallied around them. Chances are, you've seen first-hand the way a kind gesture, a simple gift or especially a wish can renew their spirits. What better way to kick-start your fundraising than by sharing the person's story and why they inspire you to help grant more wishes.
- Log in to your Participant Center today to customize your personal fundraising page with a personal message, photo or video - and then share the link as often as you can through email, Facebook or Twitter.
- This will make it so easy for your friends and family to donate and you'll reach your goal in no time. In fact, Make-A-Wish fundraisers who update their fundraising page typically raise three times more than those who don't. What an easy way to start!

5. Become a Team Captain

Did you know that most people participate because a dedicated supporter like you invited them to join? That makes your role as a team captain so very important - and now is the time to rally the troops!

As a team captain, it's your job to model the way for your team members and show everyone the exponential power of fundraising with these simple tips:

- Do some quick math. Do you need to add more team members to hit your goal? Remember, the fastest way to grow your team's fundraising total is to add new members! Send emails from your Participant Center to recruit members now.
- Ask people to register themselves on your team! Walkers who register themselves statistically raise more money and it's less work for you as captain.
- The average number of team members is 10, and that's our recommendation. More members are great, but we encourage you to **aim for at least 8-10** team members for fundraising purposes. *(Please note only 6 team members may participate in the Cable Car Pull).*
- Consider doing an incentive campaign for your team: "Be a Hero, Don't Raise Zero!" If all team members make a self-donation or have at least one donation in their account, have a drawing for a prize you choose.
- Start a countdown. Sometimes the best way to spur your team members is to create a sense of urgency! Update your Facebook or Twitter status with a countdown to Brave the Bay and encourage your team members to share or re-tweet.
- Keep **Team Week** in mind. During the week of **November 5 - 9** we will be issuing daily challenges with daily prizes to help our teams add new participants and grow their fundraising totals.
- Stay in touch. Share your progress to your goal. Ask for their fundraising ideas. Celebrate your wins and everyone will be ready for Brave the Bay!

To make it extra easy, below is a sample email that you can personalize and forward to your friends, colleagues, and family members:

Hey there! I wanted to let you know that I'm leading a team - [INSERT TEAM NAME] - for the upcoming Brave the Bay event on Saturday, December 8th at Aquatic Park in San Francisco. Brave the Bay is an inspiring community event, benefiting our local Make-A-Wish® Greater Bay Area chapter.... And I want you to join me! Together, we can raise money to help grant wishes for children with critical illnesses. Their wishes and diagnoses may vary, but something unites each of them: the need to feel optimistic and to think about something greater than their next medical treatment.

Every wish brings a little more kindness and joy into the world. Will you join me and [INSERT TEAM NAME] as we raise the much-needed funds to support Make-A-Wish?

6. Get Social

Posting on Facebook or Twitter is a quick and easy way to share your fundraising goal (and reason for fundraising) with a large network of potential supporters! These are a few of our favorite tricks to get the most out of social media...

- Always include the link to your personal page so friends can support you with one click.
- Thank your donors in real-time by tagging them in a special message.
- Start your own Facebook challenge. Offer friends and family a reward, such as funny thank you video, poem or song, for everyone who donates during a specific time.
- Target your message by tagging specific friends or groups who might be likely to donate.
- Post often to keep your efforts at the top of your feed and top of mind.

7. Double Your Impact

Did you know that many employers sponsor matching gift programs and will match charitable contributions made by their employees?

- Take a moment to check if your company and your supporters' companies have matching gift programs. All it usually takes is some simple paperwork and you're on your way to doubling your donation to help grant more wishes for kids.

8. Send Emails

Did you know that fundraisers receive on average \$100 for every five emails they send through their Participant Center? Do the math - as few as 15 emails could quickly help you collect \$300 or more!

- We've made crafting your emails easy with pre-written email templates - ready in your Participant Center - to help get you started. Make sure to personalize it with your own reason why you want to help, too. Sometimes, our friends and family just need a simple reminder! Plus, you can always add more contacts and send messages to new people as well.
- Start your outreach by emailing your family and closest friends: they're most likely to donate and will help build momentum. Then move on to your broader friend network. Studies show that people are more likely to donate the closer you are to your goal.
- Don't be afraid to follow up: everyone has a busy schedule and a crowded inbox, and it can be easy for people to overlook your initial outreach.

9. Think Outside the Inbox Too!

Using email and social media is quick and easy way to ask for donations, but sometimes asking in person can be even more effective!

- Ask in person. Think about the people that you see as you go about your regular routine - hair stylist, real estate agent, church leader, mailman, doctor or other local businesses. These are the perfect people to ask to donate!
- Save the link to your personal fundraising page to your phone so supporters can donate on the spot!
- Be specific. Use your birthday or other milestone to add a personal twist to your ask, such as \$42 for your 42nd birthday or \$15 for your 15th wedding anniversary.
- Among friends: gather your friends and neighbors to watch the big game, your favorite show's finale or the next awards show at your place and collect donations for Make-A-Wish at the door.
- At work: collaborate with your co-workers to host internal fundraisers, drawings for the best parking spot, extra casual days or breakfast with your CEO with all proceeds going to help Make-A-Wish.

Thank you for helping us make wishes come true!

