



2nd Annual Walk For Wishes®

Saturday, November 12, 2011

Registration: 2:00 PM

Walk Starts: At Dark

The Walk For Wishes is a non-competitive walk. Participants may walk individually, or form a team with friends, family, co-workers, etc. 100% of the proceeds from the walk will be used to grant the wishes of local children suffering from life-threatening medical conditions to enrich their human experience with hope, strength, and joy! Last year, over 1200 people participated and together we raised over \$20,000! This year, be the first to enjoy the beautiful light show as you casually walk the 2 mile route through many of the "Festival of Light" displays with your family and friends.

Why Walk for Wishes?

The Make-A-Wish Foundation® of Central and Western North Carolina was formed in 1985, covers the state from Burlington (Alamance County) through the 51 counties to the West. Thanks to the help of nearly 350 volunteers, we have fulfilled over 2,800 wishes since our inception.

The wish experience provides hope, encouragement, and a carefree experience to the children and families whose lives revolve around hospital and doctor visits, harsh treatments, worry and ongoing medical challenges. Parents tell us time and again that the wish experience renewed their child's strength, as well as their own, when dealing with these many challenges. Help us **Share the Power of a Wish!**®

Additional Information

The Make-A-Wish Foundation of Central and Western North Carolina wants to ensure that every participant has a pleasant experience. The event will take place rain or shine. Children of all ages are welcome to participate and strollers are welcome in all areas. Rollerblades, bicycles and scooters are not permitted on the Walk For Wishes route. Responsible pet owners are welcome to bring pets; however, if any disruption occurs, the pet may be asked to leave the property.



Make-A-Wish Foundation® of Central and Western North Carolina
Triad Region, 6000 Meadowbrook, Ste 28, Clemmons, NC 27012
P:336.778.2522 | F:336.778.2524
triadinfo@ncwish.org

Tanglewood Festival of Lights November 12, 2011

Registration Form

Register online at <http://2011walkforwishestanglewood.kintera.org> or submit the registration form by mail or fax.

Participant's Name: _____

Employer: _____ Matching Gift Program? Y N

Team Name (if applicable): _____

Each walker age five years and older should complete a separate form

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ E-mail: _____

Total Fundraising Goal: _____ T-shirt size*: _____

**For walkers raising \$50 or more. Sizes based on availability and available in Adult S/M/L/XL/XXL and Child S/M/L.*

Waiver: In consideration of being permitted to participate in the Walk For Wishes®, I hereby for myself, my heirs and personal representatives assume any and all risks which might be associated with the event. I further waive, release, discharge, and covenant not to sue the Make-A-Wish Foundation® of Central and Western North Carolina, their offices, employees, sponsors, organizers, volunteers or other representatives or their successors and assigns, for any and all injuries or damages of any kind whatsoever suffered as a result of taking part in the event and any related activities. The contribution benefiting the Make-A-Wish® Walk For Wishes shall not be subject to any donor restrictions. I also agree to the use of any photo, film, or videotape of the event for any purpose.

Participant Signature: _____

Printed Name: _____

Date: _____



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2011 Donation Form

I am participating as: an individual part of a team

Team Name _____ Team Captain _____

First Name _____ Last Name _____

Street Address _____ City _____ State _____ Zip _____

Phone _____ E-mail _____

Donation Form

Register online at <http://2011walkforwishestanglewood.kintera.org> and accept pledges online!

*Make checks payable to the **Make-A-Wish Foundation**. Please collect all donations in advance and bring with your completed envelope to pre-registration Friday, November 11 from 12-6PM (Office Parking Lot-see website for directions) or to the registration area on the day of the Walk. Checks are best! The cancelled check serves as a receipt. **WE WALK RAIN OR SHINE** but in the event of severe weather, there will be a Make-A-Wish representative at the Walk site to collect your donations only.*

Sponsors Name	Contribution	Sponsors Name	Contribution
1 Joe Sponsor	\$25.00	16	
2		17	
3		18	
4		19	
5		20	
6		21	
7		22	
8		23	
9		24	
10		25	
11		26	
12		27	
13		28	
14		29	
15		30	
	Subtotal ¹ \$		Subtotal ² \$
			TOTAL



For Staff Purposes Only:

Total Enclosed \$ _____ Initials _____

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Fundraising Basics

Collecting Donations

Every dollar you raise makes the difference in the life of a child. Please use the Donor Form to record your donations. This form may be photocopied to track additional pledges. You may also download a PDF version of the form at <http://2011walkforwishetanglewood.kintera.org>. If you register online, you can also raise funds online. Just go to your personal home page to send emails to family and friends. They can donate directly online, or print out a form that can be mailed to our office.

Fundraising Ideas

- ★ Hold a **Car Wash** at a local retailer or gas station.
- ★ Hold a **Lemonade Stand** for your neighbors and friends. Ask them to donate to the Foundation.
- ★ Have a **Jeans Day** at work or school. Create a pass for people to purchase where the proceeds go towards the Foundation.
- ★ Plan a **Raffle-Day** for a special prize, you can charge for raffle tickets.
- ★ Hold a **Bake Sale** in your work cafeteria, at a community event of local shopping center.
- ★ Fill a jar with **Jelly Beans** or another item and have people pay to guess how many are in the jar.
- ★ Host a **Wine-Tasting** for your friends and neighbors. Ask them to make a donation to the Foundation.

★ How to Raise \$100 in 5 Weeks Total ★

Week 1	Put in your own \$20 contribution	\$20
Week 2	Ask 2 people who have been personally involved with the Make-A-Wish Foundation to donate \$10 each	\$40
Week 3	Ask someone who asked you to make a donation in the last year for \$20	\$60
Week 4	Ask 2 co-workers for \$10 each	\$80
Week 5	Ask 2 friends for \$10 each	\$100

Turning in Donations

Make-A-Wish encourages people to turn money in before the walk day. Money can be turned in at Pre-registration Friday, November, 11 from 12p.m.-6p.m. in the office parking lot. Information will be posted closer to the date. You may also send your donations and completed Donor Form & envelope to Make-A-Wish Foundation of Central and Western North Carolina, 212 S. Tryon St., Suite 1080, Charlotte, NC 28281. You may turn in money on the day of the event at Tanglewood Park beginning at 5:00 p.m. If you turn your money in by mail or on the day of the event, you can receive your incentive prizes at Check-in.



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Fundraising Guidelines

Help Make Wishes Come True

All of us at Make-A-Wish Foundation® of Central and Western North Carolina sincerely appreciate your fundraising efforts. 100% of the proceeds from the walk will be used to grant the wishes of local children suffering from life-threatening medical conditions.

Registering Your Fundraising

Teams sometimes choose to hold events like car washes, pancake dinners, BBQ sales, lemonade stands or rummage sales to boost their fundraising efforts. We often receive calls from the public to verify that proceeds from an event are actually benefiting the Foundation. We ask that any team planning their own fundraiser contact Emily Riley at the Make-A-Wish office with information about their event. By having the date, location, time, type of event and contact information for each event that you plan, we can assure the public of your event's validity. Additional paperwork may be required depending on the size and type of event.

Using the Make-A-Wish Brand

Below are branding and style guidelines that must be followed by all teams holding fundraisers in support of Walk For Wishes and Make-A-Wish Foundation of Central and Western North Carolina:

- ★ The Make-A-Wish Foundation of Central and Western North Carolina grants the wishes of children with life-threatening medical condition to enrich the human experience with hope, strength, and joy. We focus on the positive. The words "terminal" or "dying" should never be used when communicating the mission of the Make-A-Wish Foundation of Central and Western North Carolina.
- ★ The proper name of the Foundation is *Make-A-Wish Foundation of Central and Western North Carolina*. There must be a hyphen between the words *Make, A* and *Wish* and the "A" in *Make-A-Wish* must be capitalized.
- ★ Central and Western North Carolina should be used as part of the name.
- ★ The Make-A-Wish name must be used consistently so it can be defended against trademark infringement. If you plan to use the Make-A-Wish name in flyers or promotional materials that will be reproduced and/or distributed to the general public, please contact the Foundation for approval.
- ★ Any use of the Make-A-Wish logo must also be approved by the Make-A-Wish office. There are set standards that must be followed.
- ★ If your fundraiser generates media interest, please contact the Make-A-Wish office for assistance.
- ★ **Door-to-door, telephone or mass email solicitations to strangers on behalf of the Foundation are not permitted. This is a national Make-A-Wish policy.**

Fundraising Support

If you would like Walk For Wishes flyers or general Make-A-Wish brochures to display at your event, or if additional materials or support are needed, please contact Don Timmons at triadinfo@ncwish.org or (336) 778-2522 at least one week prior to your event.

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Walker Fundraising Tips

Getting Started

- ★ Develop a list of potential donors. Decide how you will ask each donor and how much you will ask them to donate. You can ask for donations face to face or by mail with a personal letter
- ★ Share your passion! We all have a personal connection to Make-A-Wish. When you are asking for donations, be sure to tell people why you are raising money for the Make-A-Wish Foundation®

Raise Money Online

- ★ Register online and personalize your Walk For Wishes page with a personal photo and short story describing your connection to Make-A-Wish and your motivation to raise money for the Make-A-Wish Foundation®
- ★ Use your Walk For Wishes page to e-mail family and friends to ask for donations. Add your personal touches to the e-mail templates provided before sending them. People are more likely to respond to a personal and passionate story.
- ★ Download your address book to your personal Walk For Wishes page. By following the steps, you can easily send and track e-mails and donations through your Web page.

Conduct a Letter Writing Campaign

- ★ Create a personal letter to send to prospective donors. Be sure to add your personal story and motivation for raising money for Walk For Wishes
- ★ Include a self-addressed, stamped envelope with your letter to make it easy for your donors to contribute
- ★ Place a follow-up call to all friends and family who have not responded



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Incentive Prizes

Participants who raise \$50 or more will receive a t-shirt.

T-shirts can be picked up at pre-registration and check in.

★ Special Awards ★

Wish Child that raises the most money

Individual that raises the most money

Top fundraising team

Largest team

Best team t-shirt

Teams that raise \$1,000 or more will receive special recognition

The top 3 Individual Fundraisers will be announced the day of the walk

The top 5 Wish Children will be announced the day of the walk

The top 3 Teams will be announced the day of the walk

Note: Team Captains will be contacted after the walk if your team or one of your participants is the top fundraiser.



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Team Captain Introduction

Thanks for agreeing to serve as a team captain for Walk For Wishes. The list below provides step-by-step instructions for leading a successful team. Simply stated, your job as a team captain is to recruit co-workers, friends and family members who will raise money for the Make-A-Wish Foundation® of Central and Western North Carolina and rally together at the Walk For Wishes. As you move through each step below please remember...to have fun! We look forward to celebrating with you at the Walk For Wishes. Teams that raise \$1,000 or more will receive special recognition.

Team Captain...Step by Step

- ★ Set a team fundraising goal
- ★ Recruit a set number of walkers who are each committed to raise money for the Make-A-Wish Foundation
- ★ Ask each walker to raise a specific amount of money to help achieve the team fundraising goal
- ★ Help all walkers register for Walk For Wishes by sending them an e-mail which includes a link for them to register on your team
- ★ Help each walker achieve their personal fundraising goal
 1. Encourage use of the Walk For Wishes web site as an easy way to ask for donations via e-mail
 2. Distribute walker envelopes to each walker on your team
- ★ If your company has a matching gift program, obtain matching gift program information and distribute them to your walkers
- ★ Motivate and encourage your walkers from start to finish
- ★ Celebrate your team's success at Walk For Wishes!



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Tips on Recruiting a Fantastic Team

Get organized!

- ★ Recruit co-captains to help you organize your team

Spread the word!

- ★ Hold an informal meeting
- ★ Write an article for your in-house communications/newsletter
- ★ Display flyers, posters, and encourage online registration
- ★ Use e-mail, voicemail, and interoffice mailboxes for information distribution
- ★ Set up a walk registration table in a potential area

Raise Money!

- ★ Remind all participants of the importance of raising donation money— to grant more wishes!
- ★ Organize a donation drive
- ★ Personalize your Personal Online Donations page

Build Team Spirit!

- ★ Use your own enthusiasm to promote Walk For Wishes®
- ★ Request support from your company or organization
- ★ Hold a pep rally (kick-off breakfast, lunch, weekend get-together)

Have Fun!



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Team-Building Ideas

Promoting the Event

No one will join your team if they don't know it exists! If you want your team to grow, it's up to you to spread the word! Here are some fun and easy ways for you to get people talking about this year's Walk For Wishes:

- ★ Throw a **kick-off party**. Invite a Make-A-Wish representative to speak to your co-workers, friends and family about the Foundation's magical mission and how they can help make wishes come true by participating in the Walk For Wishes. Have a sign-up table at the party for people to register immediately.
- ★ Use your **company/neighborhood newsletter** to share information about Walk For Wishes and the Foundation's mission. Please contact the Make-A-Wish office for article ideas.
- ★ Become a friend of the **Walk For Wishes Tanglewood Facebook page** and share it with your friends!
- ★ Create an **oversized sign-up sheet** to hang in a prominent place with the names of everyone who has signed up to get the attention of those who have not.

Rallying Your Team

Once you have got your team together, the fun really begins! Here are some great ways to keep your team passionate and involved before the event:

- ★ Hold a **name-the-team contest & begin thinking about a t-shirt design for the best team t-shirt contest** to get your teammates invested in their team.
- ★ Set a **team fundraising goal**. Make-A-Wish has thermometer posters available.
- ★ Send out **bi-weekly update emails** to keep members informed of the team's progress and to give additional tips on fundraising. You can send emails to all your team members from your personal Walk For Wishes fundraising page.
- ★ Establish **prizes** for the team member who collects the most money in pledges or who collects pledges from the largest number of people outside of prizes.
- ★ State a friendly **competition** with another company, organization or department to see who can raise the most pledges.



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