



Make-A-Wish®

35 For 35

*Wish Warrior
Fundraising Toolkit*

Make-A-Wish®
ORANGE COUNTY AND
THE INLAND EMPIRE

★ CELEBRATING 35 YEARS OF WISHES ★



Welcome!

Thank you for signing up to fundraise for Make-A-Wish® Orange County and the Inland Empire as a 35 For 35 Campaign Wish Warrior. We're excited to share this fundraising toolkit with you to help you create a successful and impactful fundraising campaign.

How do I raise funds through the 35 for 35 campaign?

The 35 For 35 Campaign is a peer-to-peer fundraising campaign. Through your personalized online fundraising page, you are encouraged to mobilize 35 of your peers, friends, family members, and colleagues to each give \$35 or more from February 1 - March 7 in honor of Make-A-Wish Orange County and the Inland Empire's 35th birthday.

When you signed up to be a Wish Warrior, we created a personal fundraising page for you. Your personal fundraising page is a web page on our site that your family and friends can visit to give donations that support your fundraising efforts.

Need help with your personal fundraising page? Please contact Jessica Orozco at jorozco@wishocie.org.

Wish Warrior Facebook community

As part of the Wish Warrior community, we invite you to join the private Facebook group set up exclusively for our Wish Warriors. We will be regularly sharing additional helpful fundraising tips and providing tools and templates to help you succeed. This toolkit will also be posted for your easy access. This is also a forum for you to share your successes or seek inspiration from other Wish Warriors.



Let's get started!

Starting your fundraising campaign is most FUN and enjoyable when you have some direction to follow. Fundraising often takes a little creativity and persistence, but it's vitally important to granting more wishes. You can do it. Know that your effort will make a big difference!

Here is a list highlighting some ways to put you on track to hit, and even exceed your fundraising goals.

1. Get the ball rolling.

Nobody likes to be first. That's why it's always a good idea to get your fundraising off to a good start by making your contribution the first contribution. This will inspire others to get involved.

2. Add your why

Personalize it. Make it your own. The most important thing you can share with your friends and family is why you are fundraising. Let your family and friends know why this matters to you, that's what they care about most!



3. Get creative

The possibilities are endless! Be wacky, get creative and have fun! Here are a few fun and easy ideas to get you started:

Meaningful Party: Organize a happy hour, BBQ or pub crawl and ask each of your guests to make a small donation to your online fundraiser.

Birthday: Do you have a birthday coming up? Make your birthday special for more than just one day. Use your day to help change a life. Instead of receiving gifts this year, ask your friends and family to make a donation on your behalf.

Special Events: Getting married, celebrating an anniversary or graduating soon? Let your friends and family support your online fundraiser instead of buying you more stuff that you won't need.

Personal Challenge: Grow a mustache, play a video game, ride a bike or dance all day! Issue a challenge to your friends and family, and encourage them to donate to your online fundraiser.

Holidays: Try giving up a gift and ask for donations instead for holidays such as Father's Day.

4. Start with 35 of your close contacts

Email continues to be one of the most successful fundraising methods out there. It's always best to start by reaching out to your close contacts, such as your friends, family and co-workers, because they are the most likely to donate. Try sending some quick personal messages to your inner circle to build momentum. Be sure to ask them to check with their employer if they will also match the gifts. We created easy-to-use email templates you can customize to reach your contacts.

5. Make the most of social media

Once you've sent your first batch of emails out, it's time to turn to social media. One of the best strategies to use on Facebook, Instagram and Twitter is tagging and thanking people that have already donated while you are asking for new donations. This spreads your message further and lets the people you are asking know that people are already getting behind you.

Social media is one of the biggest keys to fundraising success. Here are the top tips:

- Post information about your fundraiser.
- Share updates about your progress and any other stories that are relevant to your fundraising campaign.
- Handwrite your appeal on a piece of cardboard. Take a selfie and post on social media.
- Always include the link to your personal page. Make it easy for someone to click on your link and donate.
- Use social media to thank your donors for supporting you (tag them so they see it!). This technique often inspires others to give after they see a recognizable name or want their own shout-out.
- Get visual. Share bright, colorful and interesting photos to grab attention. Download images and additional post messages from the Wish Warrior private Facebook group or from our dropbox link.





6. Reengage with email

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. Don't hesitate to send a few follow up emails. Emails are easy to overlook and people often open them up quickly and then forget to go back to them. Use email to keep people up to date with your progress as you hit different milestones (50% raised, 75% raised, etc.) and ask supporters to help you hit the next milestone.

7. Continue thanking and updating social media

As more of your network gets behind you, keep thanking them on social media and make sure you continue to share your progress toward your goal.

IMPORTANT DATES:

February 1: 35 For 35 Campaign begins

March 7: 35 For 35 Campaign concludes

April 29: 35th Anniversary Birthday Party

IMPORTANT LINKS:

Make-A-Wish Orange County and the Inland Empire:

Website: www.ocie.wish.org

On Facebook: www.facebook.com/makeawishocie

On Twitter: www.twitter.com/makeawishocie

On Instagram: www.instagram.com/makeawishocie

Hashtags: #wishocie35, #Give35

Make-A-Wish®
ORANGE COUNTY AND
THE INLAND EMPIRE

★ CELEBRATING 35 YEARS OF WISHES ★