WALK FOR WISHES®
HERO FUNDRAISING WALK

PARTICIPANT GUIDE

4/21/2018
Oregon Zoo

Make-A-Wish®
OREGON
TO REGISTER, VISIT: OREGON.WISH.ORG/WALK

CONTACT:
Madeline Golden
Events and Development Coordinator, Make-A-Wish® Oregon
walk@oregon.wish.org
503-802-6071

SUNDAY, APRIL 21, 2018
OREGON ZOO, CONCERT LAWN
8:00 A.M. CHECK-IN - 9:00 A.M. EVENT BEGINS

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EVENT INFORMATION

LOCATION:
Oregon Zoo
4001 Southwest Canyon Road
Portland, OR 97221

Enter through the main entrance of the Oregon Zoo and follow directions to the concert lawn, near the elephant exhibit. The one-mile route begins and ends at this location.

REGISTRATION:
$15
(all ages, includes entry into event and entry into the Oregon Zoo the day of the event)

Wish recipients walk for free!

Fundraising is encouraged. Any participant who fundraises $50 or more will receive an official event t-shirt. See the prize page for more information about the great prizes you can win!

TIMELINE:
8:00 am | Check-in opens
9:00 am | Opening ceremony & walk begins
Post-walk | family-friendly activities

GET INVOLVED:

SPONSOR: Interested in becoming a sponsor? Contact Mallory Tyler at mtyler@oregon.wish.org.

BUILD A TEAM: Get your friends, family and colleagues to join you. We have all the tools you need to have fun and fundraise to help grant local wishes.

JOIN A TEAM: Join an existing team or sign up as an individual walker. Our Walk For Wishes website will make it easy for you to reach your individual fundraising goal.

BE A HERO & MAKE WISHES COME TRUE

Miles’ wish to be Batkid rallied the entire world as he confronted evildoers in San Francisco. People now know Batkid is the alter-ego of Miles, a 5-year-old boy who is in remission from leukemia. Though Miles is unmasked, everyone who heard his story still stands in awe, and not just for his bravery at overcoming an implacable foe at such a young age. They also applaud the more than 10,000 people in the community who played a role in Miles’ wish. We need people like YOU to bring a life-changing experience to the hundreds of local kids who need to look forward with optimism rather than fear; to break the cycle of medical treatments and stress; to be a game-changer in their struggles to live with, or overcome, their medical conditions. Take your turn to be the hero, and help make wishes come true at Walk For Wishes’!

Walk For Wishes is a community-wide effort to grant the wishes of children in Oregon and Clark County, Washington. Families, businesses, schools and community members are invited to enjoy a family-friendly one-mile walk through the zoo with festivities and fun. It enables people like you to be a part of something truly transformational for children in your community.

A wish-come-true empowers the child to fight harder against his or her illness. Walk For Wishes may last just a couple of hours, but the funds raised by you and your team will provide memories that will last a lifetime.
About Make-A-Wish Oregon

WHAT TYPES OF WISHES ARE GRANTED?
Make-A-Wish Oregon provides unparalleled wishes as imaginative as the children who dream them. Most wishes tend to fall into one of the following four categories.

“I wish to go…”  “I wish to have…”

“I wish to meet…”  “I wish to be…”

WHO IS ELIGIBLE TO RECEIVE A WISH?
Before a wish can be granted, three criteria must be met:

- The child must be between the ages of 2½ and 18 years old.
- The child’s physician must medically qualify the child.
- The child must not have received a previous wish from Make-A-Wish or any other wish-granting organization.

WISHES BY THE NUMBERS
1983
The year our chapter began granting wishes to local children.

3,787+
The number of wishes our chapter has granted since our inception in 1983.

250
Number of wishes our chapter granted in FY2017.

WHY DO WE DO IT?
89% of healthcare referral sources surveyed say that the wish experience influences wish kids’ physical health.*

96% of healthcare referral sources observe increases in wish kids’ emotional health.*

98% of parents surveyed felt the wish experience gave them the opportunity to be a “normal” family again.*

*National survey of the Make-A-Wish “community”, including health care professionals, wish families and volunteers conducted by TCC Group from 2010 through 2011.

“I wish to go to Hawaii
Shelby, 12
Tumor

“IT showed me that people care - even people who didn’t know me... because they wanted me to have something good to look forward to after months of terrible stuff.”
- Shelby, wish recipient
1. REGISTER

Visit oregon.wish.org/walk to access the registration site.

2. RECRUIT

Once you have registered as a team captain and set up your team page, you can start recruiting. Team members can be anyone — friends, family, co-workers or neighbors. Promote Walk For Wishes and invite prospective team members to join your team through social media. Challenge each team member to recruit new team members.

3. RAISE MONEY

Set a goal and create a plan on how to get there. Share the story of a wish child with your team. Our online fundraising tools will help grow your team and fundraise. You can set your fundraising goal, view your statistics (number of emails you’ve sent, number of donations and registrations), and make sure you have done everything you can to reach and exceed your fundraising goal!

4. CELEBRATE YOUR SUCCESS!

Event day is an opportunity for the team to celebrate its fundraising success and meet wish families who have benefited from everyone’s fundraising efforts. Share your success on social media by using the hashtag #WalkforWishesOR.
FUNDRAISING TIPS

START EARLY

• Develop a list of friends and family to ask to support you. Include people from your holiday card list, people you see often, people whose fundraising efforts you have supported, etc.

• Instill passion! Share a few wish stories from our website (oregon.wish.org) so that people know what an impact these wishes have on local kids and their families.

RAISE MONEY ONLINE

• Create a personalized Walk For Wishes’ fundraising page with a photo and short story of why it is important to raise money for Make-A-Wish® Oregon.

• Add a personal touch to emails before sending to friends and family. They are much more likely to respond to a personal and passionate story.

SEND A FUNDRAISING LETTER

• Create a letter to mail. Be sure to add your personal story and motivation for being a Walk For Wishes participant.

SET ASIDE A TIME TO CALL

• Refer to your potential list and identify those individuals you want to call and ask for a donation.

ASK IN PERSON

• Identify those individuals you will see in a meeting, at the soccer field, in church, at school or work, and ask for a donation.

FUN ACTIVITIES

• Sell Make-A-Wish paper stars at your school or your business.

• Recruit your company, school, club or organization to participate in Jeans For Wishes. Rally members to buy in for a chance to wear their favorite jeans, request your participant stickers and have a denim day! Contact walk@oregon.wish.org for these materials.

GET SOCIAL

• Talk about your participation on all your social media channels. Be sure to ask your friends and followers to donate, include a link to your online fundraising page.

• Use the hashtag #WalkForWishesOR

How to Raise $250 in 10 Days

Day 1: Make a personal donation of $25  $25
Day 2: Ask your significant other for $25  $50
Day 3: Ask your boss or teacher for $25  $75
Day 4: Ask a co-worker or teammate for $25  $100
Day 5: Ask a friend for $25  $125
Day 6: Ask your neighbor for $25  $150
Day 7: Ask a classmate or club member for $25  $175
Day 8: Ask your doctor for $25  $200
Day 9: Ask another co-worker for $25  $225
Day 10: Ask a relative for $25  $250
GRAND PRIZES

**TOP FUNDRAISING INDIVIDUAL:**
TWO ROUNDTWIP COACH ALASKA AIRLINES TICKETS ANYWHERE ALASKA FLIES

**TOP FUNDRAISING TEAM:**
TWO ROUNDTWIP COACH ALASKA AIRLINES TICKETS ANYWHERE ALASKA FLIES

**TOP FUNDRAISING CORPORATE TEAM:**
BUFFALO WILD WINGS TEAM PARTY (VALID FOR UP TO $200 AT ANY LOCAL LOCATION)

INDIVIDUAL PRIZES

FUNDRAISE TO MAKE WISHES COME TRUE & WIN GREAT PRIZES!

$50: WALK FOR WISHES EVENT T-SHIRT
FEATURING ORIGINAL WISH KID ART!

$500: BRANDED UMBRELLA

$1,000: AMAZON KINDLE 8” HD

Taxes due on the winnings are the sole responsibility of the winner. Before being eligible to claim the prize, the winner may be required to fill out an IRS W-9 form provided by the Make-A-Wish Foundation® of Oregon following the determination of prize winner.

I wish to go to Disney’s Aulani Resort
Ellerie, age 6
Tumor