WISHES ARE WAITING.
WE’RE STILL WALKING.

We may be walking at a distance, but we are united behind wishes.

STATEWIDE VIRTUAL EVENT
Presented by Johnson Controls, Luxaire Heating & Air Conditioning
Saturday, August 22 through August 29, 2020
wisconsin.wish.org/walk

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Welcome

This year’s Walk For Wishes® has gone virtual and we need champions like you! With wish families, businesses and community supporters coming together across the entire state of Wisconsin, we collectively can ensure that no child waits even one unnecessary day to experience the hope and strength that a wish brings.

Make-A-Wish® Wisconsin is committed to providing you with the tools and resources to make sure your virtual walk experience is memorable and meaningful. During Walk Week, August 22-29, we invite you to share your experience and tune in for live programming, featuring local wish kids, warm up exercises, and more!

The entire team at Make-A-Wish Wisconsin will be cheering you on towards your goals and are available to help. Simply contact Andrea Hug, Corporate Relations & Events Manager, at ahug@wisconsin.wish.org or Kelsey Rice, Community Outreach Coordinator, at krice@wisconsin.wish.org. Both can also be reached at 262.781.4445.

Thank you for walking, while social distancing, with us to make wishes come true.

Patti Gorsky, President & CEO, Make-A-Wish® Wisconsin

About Make-A-Wish®

MISSION: Together, we create life-changing wishes for children with critical illnesses.

ABOUT: Since 1984, the Wisconsin Chapter has granted wishes for more than 7,100 children. Right now, Make-A-Wish Wisconsin has postponed more than 100 wishes because of COVID-19 — and that number grows every day as this crisis continues. We are continuing to grant every wish we can safely and preparing to grant wishes at an unprecedented rate once we are able to move forward with wishes that are waiting.

Community events like Walk For Wishes play a critical role in raising funds to grant wishes. It’s a family-friendly event powered by wish families, volunteers, companies, donors and friends. We are counting on your support so that once these circumstances have passed, we are able to quickly and efficiently grant the wishes that have been postponed.

DATE: Saturday, August 22 through Saturday, August 29, 2020.

LOCATION: Anywhere! This event is virtual so you can choose to walk, run or move around your neighborhood, community or even inside on the treadmill, bike or rowing machine. Just have fun in the name of granting wishes!

REGISTRATION: Registration is FREE at wisconsin.wish.org/walk.
Step by Step Guide

HOW DO I PARTICIPATE IN WALK FOR WISHES?

**STEP 1:** Register Now
Visit wisconsin.wish.org/walk to register and create a team.

**STEP 2:** Fundraise to make wishes come true.
Remember, wishes are waiting and every day of waiting is one too many. To help you with fundraising we have compiled some fundraising tips on page 4.

**STEP 3:** Start the Scavenger Challenge on 8/1!
Everyone who has raised at least $40 will receive a link to participate in a scavenger hunt and the chance to win great prizes from local Wisconsin businesses. See page 6 for more details on how to participate in this interactive challenge.

**STEP 4:** Walk Week, 8/22-8/29.
Walk Week officially starts with a live stream opening ceremony on 8/22 at 9 a.m. full of messages of hope from wish kids, volunteers, sponsors, participants and more. Throughout the week we'll have special live stream videos and will end with a live stream closing ceremony on 8/29 at 9 a.m.

**Walk or Run for Wishes!**
In honor of the 40th Anniversary of the wish that inspired Make-A-Wish America's founding, we challenge you to walk for 40 minutes or to run 4.0 miles. You pick the time, date and place. *Don't forget to keep track your walk or run and submit for points in the Walk Scavenger Hunt app!*

**Super Star Challenge.**
Up the challenge! Complete a 40-minute walk, a 4.0 mile run and participate in the Walk Scavenger Hunt.

**STEP 5:** Receive your commemorative event t-shirt and pledge prizes, knowing you helped grant the unprecedented number of wishes that are waiting. *Don't forget to raise $100 by August 1st to receive the event t-shirt.*
Fundraising through community events like this one is always critical to our mission, because hope is essential. **Now more than ever we need a glimmer of hope, something to spread joy in a time of unknown.** Wishes are waiting and we can inspire hope and joy with the power of a wish. Here are some ideas to help you to reach out to your closest friends and family, neighbors or even make new friends in your community and tell them the Make-A-Wish story and the impact they can make today.

**Fundraising Tips**

**FUNDRAISE FROM THE COMFORT OF YOUR OWN HOME**

- **Go first!** Make a donation to your fundraising page. The size doesn’t matter, but your willingness to donate confirms that you are committed to wish kids.

- The number one reason why people give is simply because they were asked. Don’t be shy – **ask everyone you know.** Now more than ever, people that have the ability to help others want to help. You never know who will say yes.

- Make it personal. People are happy to support a great cause; but they are compelled to give by YOU. Share your personal story of why you have chosen to fundraise for Make-A-Wish.

- Get your kids involved! Challenge them to create masterpieces (paintings, friendship bracelets, etc.) and host an art sale online.

- Keep your kids active with a virtual dance marathon or jog-a-thon! Ask your friends to pledge $1 for every minute your kids keep moving up to 30/60 minutes.

- Cast a wide net. Commit to asking five new people each week (or day if you are feeling ambitious – or bored) for a donation. You never know who’s willing to help until you ask. **Remember, it takes 2-3 requests to secure one donation!**

- Take your fundraising to work (from home). Collaborate with your boss and human resources department to hold drawings for pizza delivery to their house, free afternoons or sleep-ins and a virtual coffee chat with the CEO with all proceeds going to help Make-A-Wish. Some companies even match charitable donations!

- Be specific. Use your birthday or other milestones to add a personal twist to your ask, such as $42 for your 42nd birthday or $15 for your 15th wedding anniversary.

- **Post on social media often.** Keep your fundraising efforts on everyone’s radar by thanking your supporters and sharing your progress regularly. One friend’s generosity (and your gratitude) can inspire another.

  Double your donation! Many companies will match tax-deductible donations made to charitable organizations. Contact your company’s Human Resources department and ask if they will match your donation to Make-A-Wish and encourage all your team members and donors to do the same.

- Start your own Facebook challenge. Offer friends and family a reward, such as a funny thank you video, poem or song for everyone who donates during a specific time.

- **Follow-Up!** Have some of your friends or close family members still not responded to your donation request? Don’t be afraid to send them a quick reminder with a link to donate.

- Turn fundraising into a virtual party! Gather your friends for a virtual happy hour or Netflix watch party. Sell tickets to the party.

- Everyone loves to get mail! Get out your paper and drawing supplies and create a note or card and leave it in a neighbor’s mailbox asking them to donate.
Pledge Prizes

PARTICIPANT PLEDGE PRIZES:

$100 LEVEL
Official Walk For Wishes premium event t-shirt*

$150 LEVEL
Make-A-Wish Wisconsin branded long sleeve high performance shirt

$350 LEVEL
Make-A-Wish Wisconsin branded wireless ear buds

$750 LEVEL
$75 Gift Card from area businesses TBD

$1,000 LEVEL
Choose any TWO levels (limit ONE Gift Card)

*NOTE: Funds must be raised by and submitted online no later than August 1st to receive an event t-shirt. Event t-shirt will be available prior to Walk Week, 8/22, for pick up or you may cover associated shipping costs.

All pledge dollars must be received no later than August 29th to count towards your pledge prize total. Prizes at $150 level or above are not cumulative; you may substitute a lower-level prize if desired. Pledge prizes can be picked up at any of our office locations or you may cover associated shipping costs.

TEAM PLEDGE PRIZES: Teams who raise $3,000+ will be entered to win the ultimate grand prize of a pizza party!* Up to ten pizzas will be delivered to any place of your choice, whether it is your office to share with co-workers or to your house to share with your family.

INTERNAL INCENTIVES: Ask your boss to support your efforts on behalf of Make-A-Wish by providing incentives to employees for their participation and fundraising efforts. Incentives can be distributed based on a minimum fundraising amount (for example: “Raise a minimum of $100 for Make-A-Wish and receive two free movie tickets”) or provide a reward for the top fundraisers on your team. Incentive ideas are endless, but here are a few of our favorites:

- Gift cards to local businesses
- Sleep-in Day
- Take the boss’ parking space for a month
- Extra paid time off

STAR SPONSOR: You can become a Star Sponsor at the $3,000 level. Your team will sponsor a child's wish and receive a commemorative brass star with the child's name and a story about his or her wish. Plus, each team member receives a customized team event t-shirt if raised by August 1st.

If you would like more information about becoming a Star Sponsor please contact Andrea Hug, Corporate Relations & Events Manager, at ahug@wisconsin.wish.org or call 414.763.0472.
Walk Scavenger Hunt

Make-A-Wish Wisconsin has partnered with GooseChase to provide an exciting and interactive Walk Scavenger Hunt, with opportunities to win great prizes from local Wisconsin businesses! This is an exclusive benefit to participants who have raised at least $40. This is a new feature for 2020, and optional to participate in. You choose what features you want to participate this year!

DOWNLOAD, JOIN AND LOGIN
GooseChase is a mobile app that is available for both Android and iPhone. Once you download and login to the GooseChase app, join our game by entering the unique game code that will be emailed to you, starting August 1st, once you raise at least $40.

COMPLETE WALK SCAVENGER HUNT MISSIONS
To complete a mission, select it from the list and follow the instructions to receive the allotted points. Sometimes you’ll be submitting a photo or video, while other times you’ll be checking-in at a specific location or solving a puzzle or riddle, such as “Make a tower of pennies 40 high and submit a photo. A team member must be in the photo.” Complete the Walk Scavenger Hunt missions with your family or a couple friends. We suggest a Walk Scavenger Hunt team of 1-6 participants, so it’s probably easiest to keep it to members living in your home.

Remember that while you receive the points right away, all submissions are subject to review. Sometimes you’ll even get bonus points if your submission is extra impressive!

TRACK OPPONENTS
The ability to see everything as it happens is one of the best parts of GooseChase. That’s because whenever someone completes a mission, it’s added to the activity feed and the rankings are automatically updated. If you’re as competitive as we are, you’ll realize how fun this is! At any given moment, you know exactly how you’re doing and what needs to be done to win.

WIN PRIZES
When time runs out, the game may be done, but the fun is definitely not over. That’s because Make-A-Wish Wisconsin still needs to announce the final scores after all submissions are reviewed. It’s why you should always push hard until the very end, because you don’t know if the teams ahead of you will have taken any shortcuts!

First Place - $100 gift card to your favorite local business + Make-A-Wish swag for each team member
Second Place - $75 gift card to your favorite local business + MAW swag for each team member
Third Place - $50 gift card to your favorite local business + MAW swag for each team member
Best Team Name - $50 gift card to your favorite local business + MAW swag for each team member
Resources

We know you are busy, so we have created additional fundraising tools and resources, including:

- Sample email templates to send out in your online headquarters at wisconsin.wish.org/walk
- Marketing Materials and Supplies:
  - Walk For Wishes Mini-Poster
  - Marketing Folder
  - Thermometer Poster
  - Paper Make-A-Wish Stars
  - Star Sales Poster
  - Fundraising Ideas A-Z
- Staff Contact. To receive any of the above, call Andrea or Kelsey at 262.781.4445. We mean it when we say it is our job to make sure you are successful!

Sponsorship

If your company or someone you know may be interested in sponsoring our statewide event, please contact Andrea Hug, Corporate Relations & Events Manager, at ahug@wisconsin.wish.org or call 262.781.4445. We have a variety of sponsorship levels and benefits to fit any size business.

QUESTIONS?

Call or email Andrea Hug, Corporate Relations & Events Manager, or Kelsey Rice, Community Outreach Coordinator: 262.781.4445 ahug@wisconsin.wish.org • krice@wisconsin.wish.org