

# Stepping Up

## Go! Teams Go!

*We are VERY excited about the progress of this year's Walk for Wishes fundraising efforts. So far to date, we have raised more than \$50,000! With less than 5 weeks to go, we are all working hard to stay focused on our goals in order to make this the most successful walk EVER! We know we are well on our way with 109 teams signed up!*

*This week we decided to ask some of our top ranked fundraising teams to share with us their secrets to success.*

### Team Good-Deed-Doers:



Alicia Zahler, captain of Team Good-Deed-Doers, decided that since she and her mother run a salon, she would use that to her advantage. She put a donation jar on the check out counter.

She also convinced one of their major suppliers to donate over \$400 worth of products to raffle off a basket. From the raffle tickets alone, she has raised over \$600.



### Team Together As One:

Dan Allen, team member from Together as One, said that his secret is to make phone calls. Initially, he sent an email to his friends, family, and clients asking for support, but, he didn't stop there. He believes the most important step is to make a personal phone call after you send the email so that they can better understand our mission. He said the phone call also helps to make it more personal, rather than just another email asking for money.

### Team Baby Schenk Daddy:



Mike Schenk, Captain of Baby Schenk Daddy, said that he started by reaching out to his friends, family, and colleagues by sending a personalized mass email with the team's website link attached. He also makes sure he mentions Make-A-Wish and his team's goals to the clients he works with. He keeps a card with the Walk for Wishes website printed on it to hand out when the topic arises. In addition, he prints copies of our donation form to hand out to people who are not as website savvy. *(If you log into your personal webpage, go to the 'tools' tab, then click on the 'print donation form', you can print copies of the donation form to hand out.)*

*These are all excellent ideas! Remember, the more money we can raise, the more wishes we can grant, thus spreading hope, sharing joy and offering strength to children who need it most. Keep up the good work! And as always, we are here to help. Please do not hesitate to contact us if you have any questions.*