



TEAM PACKET INFORMATION

**Saturday, April 28, 2012
San Diego Embarcadero Park North**

Making Wishes Come True,
One Step at a Time!

2012 GOAL- Raise \$150,000!!!

TEAM CAPTAIN FACT SHEET

Thank you for your commitment to Walk For Wishes® on April 28, 2012 at the San Diego Embarcadero Marina Park North. Your support will raise funds to grant the wishes of children with life-threatening medical conditions to enrich the human spirit with strength, hope and joy. Please make sure to read the following paragraph. You are incredibly important to the success of this event!

Team Captains are indispensable leaders!

A team captain is

- Enthusiastic
- Organized
- A motivator
- Likes to have fun!

Why should you be a team captain?

- Gain visibility with your company or school
- Make new business and community contacts
- Build new relationships with coworkers
- Demonstrate your leadership skills
- Impact the lives of families and children with life-threatening medical conditions

A team captain's job is easy:

- Encourage people to sign up to walk
- Promote Walk For Wishes within the company
- Be your company's link to the Make-A-Wish Foundation® *Walk For Wishes* coordinator

Starting Your Team is a Simple and Painless Process:

• The Pyramid approach

This is an easy concept to use. Ask anyone interested in walking to ask a few of their friends and coworkers to walk as a part of your company's team. Before you know it, you will have entire departments (and their family members) sign up to participate in *Walk For Wishes*.

• The Committee Approach

Ask several key people in your organization to meet with you for a "brown bag" lunch. Introduce them to *Walk For Wishes* and ask them to be on a committee to formulate recruitment ideas and to help organize your company's team *Walk For Wishes* efforts. Committee members can be department heads, assistants, salespeople, or anyone who will work to motivate people to join a fun and healthy event.

We will help you along the way to make sure this event is a fun experience for you and your team members as well as your supporters!

Key Elements to get started:

- **2012 GOAL- Raise \$150,000!!!**
- **We Walk Rain or Shine!**
- Walk date is Saturday, April 28, 2012 at the San Diego Marina Embarcadero Park North.
- Registration begins at 8:00am, and the walk begins at 9:00am.
- Registration is \$27 per adult and \$17 per child
- TEAM CAPTAIN FACT SHEET
- TIPS ON RECRUITING A WINNING TEAM
- REGISTRATION INFORMATION
- All team members **MUST** register online through :
walkforwishessd.org

If you have any questions, please contact Toria Watson at the Make-A-Wish office at 858.707.9470 ext. 109 or e-mail at: twatson@wishesandiego.org.

TIPS ON RECRUITING AN ENTHUSIASTIC TEAM

1. Get organized

- Recruit co-captains to help you organize your team and recruit members/supporters.
- Set a recruitment goal for your co-captains.
- Target your audience: business, individual or both!
- Create a customized incentive within your company/school to recruit members.

2. Spread the Word!

- Hold an informational meeting at your: office, school, club
- Write an article for your in-house communications/newsletter: announce over school PA.
- Display flyers, posters, and encourage Online Registration: Ask us, we can help supply these for you!
- Use e-mail, voicemail, and interoffice mailboxes for informational distribution
- Set up a race registration table in your cafeteria or lunch room

3. Raise Money!

- **Set** a fundraising goal for your team. Setting a dollar goal is a critical part of any successful fund-raising event!
- **Remind** all participants of the importance of raising donation money in order to achieve the event goal: to grant over 20 wishes to local kids!
- **ASK**...who do you do business with or purchase from? People generally give when asked, and typically give what you ask for!
- **Organize** a donation drive or fundraiser through local businesses.
- **Personalize** your Personal Online Donations page: Tell your story and why you are supporting this event.
- **Find out if your company matches employee donations! You can double your goal.**

4. Build Team Spirit!

- Use your own enthusiasm and passion to promote *Walk for Wishes*
- Request support from your company or organization
- Hold a pep rally (kick-off breakfast, lunch, weekend get-together)
- Ask your local Make-A-Wish chapter to do a presentation at your business or school.

FREQUENTLY ASKED QUESTIONS

- **Where can I park?**

Parking will be available in the Seaport Village parking lot, street parking, San Diego Convention Center (fee)

- **How many people are on a team?**

There is no minimum. However, your team can include 10, 20, 30 people or more!

- **Are dogs allowed in the walk?**

No, dogs and other animals are not allowed.

- **Where do we send in donations?**

If you receive a check, after entering it in on your Online Donation page, please mail it to:

Make-A-Wish Foundation of San Diego
2440 Hotel Circle North #200
San Diego, CA 92108

- **Who do we make checks payable to?**

Make-A-Wish Foundation of San Diego

WHAT: The Make-A-Wish Foundation®'s *Walk For Wishes* is one of the nation's largest walkathons. In San Diego alone, more than 1,000 walkers are estimated to participate in this year's event. *Walk For Wishes* is a fun day of exercise, great food, and camaraderie. Walkers will start the day by arriving at the San Diego Embarcadero Marina Park North and checking in at the registration area. All walkers must officially check in! The Make-A-Wish Foundation® and XtremeFun DJ will provide great music and aerobic fun to warm you up before the walk begins. Emergency care will be onsite in case you stub your toe! The day is capped by a celebration in honor of World Wish Day, with food and drinks provided for all walkers who participate in *Walk For Wishes*. Pledges raised by walkers must be turned in the day of the event in order to qualify for incentive prizes. Corporate teams are encouraged to participate in this fun team building day-all for a good cause, to grant wishes for children with life-threatening medical conditions. **Corporate team walkers are also encouraged to participate in their company's matching donation program to double the amount raised!**

WHERE: San Diego Embarcadero Park North
San Diego, CA 92101

PARKING: Seaport Village, street, San Diego Convention Center (fee)

WHEN: Saturday, April 28, 2012
8:00am- Registration
9:00am- Walk Begins

WHY: To raise funds necessary to grant wishes to San Diego children battling life – threatening illnesses. To help grant over 20 special wishes for San Diego children

WHO: Individuals, teams, and companies are invited to participate in the event.

FEES: Entry fees include a free goodie bag, t-shirt, and special vendor offers. \$27 Adult \$17 Child