



NIGHT *of* WONDER

with Seattle Seahawks Legend Curt Warner

Saturday, September 26th, 2020 ● 7:00 - 8:00 p.m.

VIRTUAL AMBASSADOR TOOLKIT

Join us on September 26th for a special livestream event with **Seattle Seahawks legend Curt Warner**, who understands the impact of our mission firsthand. Curt will share his remarkable journey from stardom and success in his career to the challenges of raising his children with autism. His presentation will be followed by a live Q&A session hosted by Q13 News anchor Matt Lorch.

HOW YOU CAN HELP

Usually, we ask supporters like you to serve as Table Captains and bring guests to fill their tables at the event. This year, as we will be celebrating virtually, we are asking you to **become a Virtual Ambassador for Wonderland**. It's an easy and fun way to create more awareness about the impact of our work, **AND** your efforts will make a huge difference in the lives of our community.

WHY BE A VIRTUAL AMBASSADOR?

In this time of COVID-19, we are seeing a **50% drop** in new referrals as many children and families are falling through the cracks. You can help close the gap. Join us as we work to reach new families, particularly in communities of color who are less likely to receive services. A child's development can't wait. Services don't have to either.

Our goal is to raise \$150,000 and ensure that all families have access to care regardless of income, insurance, or ability to pay. Your efforts are critical in helping us raise funds for life-changing therapies, coaching, and support for these families.

WHAT'S INVOLVED

Virtual Ambassadors create a fundraising page on GoFundMe Charity and invite friends and family to support Wonderland. You can personalize your page with your fundraising goal, your story about why you support Wonderland, pictures, and videos! Then all you have to do is share the link to your fundraising page via email and social media and start making a difference!

QUICK SNAPSHOT

Night of Wonder Livestream with Curt Warner

Where:

Facebook Live and YouTube Live (links to be provided in September)

We need YOU!

Set up your own virtual table at [GoFundMe Charity](#) and make a lasting difference for our children and families

Key dates:

Virtual Ambassador fundraising:
September 8-26th, 2020

Livestream program:
September 26th, 2020 at 7 p.m.

Questions?

Contact Jennifer Lynch at
jlynch@wonderlandkids.org or
206.364.3777

VIRTUAL AMBASSADOR SETUP

YOUR GOFUNDME CHARITY PAGE

It takes just a few minutes to start your fundraising campaign for Wonderland! Your GoFundMe Charity page is an online donation portal that is like a “virtual table” for the event.

- Go to Night of Wonder page at <https://charity.gofundme.com/b/en/campaign/night-of-wonder-2020>
- Click on the “**Be an Ambassador**” button and choose “**Create Your Own Team**” to get started.
- Sign up with your Facebook or Email account.
- Personalize your page with your pictures and your "why support Wonderland" story.
- We encourage you to set a fundraising goal. All contributions coming through your page will be tracked and credited to your virtual team.

To make it easier, we can start your GoFundMe Charity page for you! Contact our development coordinator, Jennifer Lynch, at jlynch@wonderlandkids.org to set up your page.

TO START FUNDRAISING

Share the link to your fundraising this page with your community and invite them to learn more about Wonderland. All donations they will make through your page will go directly to Wonderland.

- Use sample emails and social media posts in this toolkit and personalize for your audience.
- You can also make a **quick video** to share with friends and family. Our host, Matt Lorch, has some great tips on how to get started. View [Matt Lorch's tutorial](#) on how to make influencer videos.
- We encourage you to ask your guests to cover credit card fees so 100% of their gift goes to supporting Wonderland’s mission. Donors can also mail a check to our office at **2402 NW 195th Pl, Shoreline, WA 98177** if they prefer not to give online or want to avoid credit card fees. All they need to do is add a note about their Virtual Ambassador so we can give you credit!

Look for more resources and emails from us to help you in your fundraising efforts!

OTHER WAYS TO SUPPORT WONDERLAND

Want to support Wonderland but not ready to take the plunge into Ambassadorship?

- Go to Night of Wonder page <https://charity.gofundme.com/b/en/campaign/night-of-wonder-2020>
- Click on the “**Donate**” button.
- Select “General Donation” in the drop down menu to make a contribution to Night of Wonder.
- You can share this donation option with your friends and family, too!

HOW TO SPREAD THE WORD

SAMPLE EMAILS

EMAIL #1

To guests who joined you at your table or attended any of our golf events in the past.

Hi (name). Thanks so much for your past support of Wonderland! As you know, Wonderland is important to me because (explain your “why”). I hope you can join me again to support Night of Wonder Gala featuring our special guest, Seattle Seahawks legend, Curt Warner. This year, the event will take place virtually!

If you are able, please consider making a gift to support my “virtual table” in the amount you would have spent at Night of Wonder Gala. Every gift helps change a child's future and ensures that all families have access to Wonderland’s services, regardless of their ability to pay.

Simply go to my “virtual table” page at *(include the link to your fundraising page)* and click “DONATE”. I encourage you to consider covering the credit card fees so that 100% of your gift will support Wonderland’s services.

Optional: (I/We) will be hosting a virtual gathering on September 26th at XXX on ZOOM (or other platform you prefer) to watch the live program. I hope you can join us!

Thanks so much!

EMAIL #2

To guests who have not attended any Wonderland fundraising events in the past.

Hi (name). I hope you can join me this year to support Wonderland’s Night of Wonder Gala! As you know, Wonderland is important to me because (explain your “why”). Wonderland had to adapt the event due to the coronavirus, so we’ve moved it to a virtual celebration featuring our special guest, Seattle Seahawks legend Curt Warner.

Wonderland’s children and families need your support more than ever in these uncertain times and your gift is critical to provide the therapies, coaching, and support Wonderland’s families depend on. If you are able, please consider making a gift to support my “virtual table” in the amount you would have spent at Night of Wonder Gala. Every gift helps change a family’s future.

Simply go to my “virtual table” page at *(include the link to your fundraising page)* and click “DONATE”. I encourage you to consider covering the credit card fees so that 100% of your gift will support Wonderland’s services.

Optional: (I/We) will be hosting a virtual gathering on September 26th at XXX on ZOOM (or other platform you prefer) to watch the live program. I hope you can join us!

Thanks so much!

HOW TO SPREAD THE WORD

SAMPLE SOCIAL MEDIA POSTS

SOCIAL MEDIA POST #1

For Seahawk and sports fans (click "Share on Facebook" or "Share on Twitter" button from your fundraising page and include your personalized text)

As some of you might know, I am a big supporter of Wonderland Child & Family Services. Wonderland is important to me because (explain your "why").

I hope you can join me virtually at Night of Wonder Gala on September 26th. This unique livestream event will feature Seattle Seahawks legend, Curt Warner! Join me at my "virtual table" and please consider making a gift to my campaign to support Wonderland. Every gift helps change a family's future and ensures that all families have access to Wonderland's life-changing services. I encourage you to consider covering the credit card fees so that 100% of your gift will support Wonderland's services.

SOCIAL MEDIA POST #2

For non-sports fans - focuses on children and families (click "Share on Facebook" or "Share on Twitter" button from your fundraising page and include your personalized text)

As some of you might know, I am a big supporter of Wonderland Child & Family Services. Wonderland is important to me because (explain your "why").

Wonderland's children and families need support more than ever in these uncertain times. Will you join me to support my fundraising campaign on behalf of Wonderland? Your gift will help provide therapies and life-changing services that Wonderland's families depend on. I encourage you to consider covering the credit card fees so that 100% of your gift will support Wonderland's services.

Learn more and join me to celebrate Wonderlands' work at Night of Wonder on September 26th!

TIPS FOR SUCCESS

1. Don't be afraid to ask!

The COVID-19 crisis is difficult but people who support our mission and still have the ability to give want to help. Don't make the assumption that your guests will not donate right now. Ask them thoughtfully and let them make the decision for themselves.

2. Cast a wide net

Remember, your "guests" don't have to live here or be in town the weekend of the event. Everyone can join in a virtual event, from anywhere!

3. Share your "why"

Let them know why you personally support Wonderland and why is it meaningful to you.

4. Make a personal ask

You will have the most success if you make a personal ask. We will share some social media tools to help you get the word out but a personal email from you will work much better.

5. Send a personal thank you

Send a personal thank you email to your virtual team. They will get a tax receipt from GoFundMe Charity and acknowledgment from Wonderland, but a personal note from you is best.

6. Host a small gathering online!

If you'd like, you can host a small group of your supporters/regular gala guests on September 26th through video conferencing to celebrate your efforts and watch the live program together.

If you have any questions, please contact Jennifer Lynch at jlynch@wonderlandkids.org or **206.364.3777**. Thank you for your dedication and support in helping make this event a great success!

