

Make-A-Wish
KiDS
FOR WISH KIDS®



*I wish to meet
a unicorn*

Shelby, 7
congenital anomalies

PROGRAM TOOLKIT



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WELCOME

Thank you for your interest in Kids For Wish Kids® – we're so glad you're here! This toolkit has been designed to provide an overview of the program and show the impact of your support, as well as share tips and ideas to help you plan an amazing event, answers to frequently asked questions and what to expect.

Your Make-A-Wish® support team will be in touch soon to provide other helpful resources and answer questions. If you need anything in the meantime, please reach out to Kelsey Rice of Make-A-Wish® Wisconsin at krice@wisconsin.wish.org or 414.763.8357. We're excited to speak with you soon!

ABOUT KIDS FOR WISH KIDS

Kids For Wish Kids is a customizable fundraising program that provides schools and youth organizations the opportunity to engage in philanthropy and service activities in partnership with Make-A-Wish. The program encourages community service, leadership, volunteerism and teamwork. It helps build school spirit and creates partnerships outside of the classroom while providing students hands-on experience fundraising to help create life-changing wishes for kids fighting critical illnesses.

ABOUT MAKE-A-WISH WISCONSIN

Make-A-Wish is on a quest to bring every eligible child's wish to life, because a wish is an integral part of a child's treatment journey. Research shows children who have wishes granted can build the physical and emotional strength they need to fight critical illnesses.

Make-A-Wish is the world's leading children's wish-granting organization, serving children in every community in the U.S. and in 50 countries worldwide. Together, generous donors, supporters, staff and 35,000 volunteers across the country grant a wish every 34 minutes, on average. Since 1984, Make-A-Wish Wisconsin has granted wishes for more than 6,500 children. Last year the Wisconsin Chapter granted 402 wishes- more than ever before in Wisconsin! For more information about Make-A-Wish Wisconsin, visit wisconsin.wish.org.

*I wish to be a
zookeeper*

Isaac, 6
heart transplant





STEPS TO SUCCESS

1 CHOOSE YOUR ACTIVITIES

Check out the fundraising ideas in this toolkit for inspiration or come up with your own creative concept. Choose an idea that you think will work best or mix and match a few options to give everyone different ways to get involved. You can even have a Wish WeekSM with a different activity each day! Many schools often combine these efforts with an existing activity, such as homecoming, field day or spirit week. Just make sure to get your activities approved by school/group leaders before moving forward.

HELPFUL TIP

Think about past fundraisers and events your school/group has held. What was successful? What was lots of fun? Instead of coming up with a new activity, you can also do something you've done in the past with a Make-A-Wish twist!

2 SHARE YOUR PLANS WITH YOUR LOCAL MAKE-A-WISH TEAM

We can't wait to hear your activity ideas! Share them with us as soon as possible, using the fundraising forms at the end of this toolkit, and in return, you will be assigned a Make-A-Wish support team, who will send other helpful program materials and reach out via telephone to answer any questions. Forms can be mailed to Make-A-Wish Wisconsin, 11020 W Plank Ct, Suite 200, Wauwatosa, WI 53226, emailed to Kelsey Rice at krice@wisconsin.wish.org or filled out online at kidsforwishkids.com.

3 SET A GOAL

A goal can only be reached if it's been set! Use our goal-setting grid on Page 9 to help with this. Then share your fundraising goal with everyone involved and challenge them to meet it – or beat it! On average, schools raise about \$10 per student. Consider adding fun individual, class/grade and/or school-wide incentives to help drive up your fundraising success.

4 PLAN THE ACTIVITIES

Now, it's time to get to work! Recruit a team to help you and divide the work between everyone. Create a detailed "to do" list using the questions below and the worksheet on Pages 8 and 9 as a starting point:

- Where and when will our fundraiser(s) take place?
- Do we have approval for these activities/dates?
- What type of donations will we ask for and what is our collection plan for the funds?
- What supplies and facilities will we need for our fundraiser?
- Will there be any expenses? What items could be donated from students, staff and the community to off-set expenses?
- **Before contacting local businesses for donations, please connect with your Make-A-Wish support team.**
- How many people will we need to help run our fundraiser and what adult assistance will we need?
- What opportunities are available to promote our fundraiser within our school, group and community? Will we have an opening and/or closing assembly and if so, when will it take place?
- What assistance will we need from Make-A-Wish to help make our fundraiser a success?

HELPFUL TIP

Timing is everything! When possible, schedule your fundraising activities at times that allow every student, teacher and staff person to attend. Be aware that other school happenings – holiday breaks, standardized testing, other fundraising campaigns, etc. – should be taken into consideration when selecting your dates.



STEPS TO SUCCESS (CONT.)

5 PROMOTE THE ACTIVITIES

One of the keys to a successful fundraising activity is making sure people know about it! There are many easy ways to spread the word and make an impact. Hold an opening assembly to build excitement and share important details. Hang posters, flyers and banners (provided by Make-A-Wish) to make sure everyone knows about this important cause and how they can help. Use social media and morning announcements as easy, fun ways to keep the momentum going throughout the campaign. Make a personal ask to friends and family to encourage them to get involved and ask them to do the same.



HELPFUL TIP

Take your efforts online! For tracking purposes, Make-A-Wish will register your school/group via our Wish Your Way™ online fundraising platform and provide you with a custom URL. Whether near or far, friends and family want to help. Give them the opportunity to show their support online and encourage students to create their own secure personal fundraising pages. You can also add your unique URL to your school/group website – it's a great way to get visitors to check out your Wish Your Way site and donate!

6 HOST AN AMAZING ACTIVITY

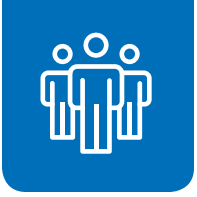
The hard work has paid off and event day is here. Enjoy and have fun! These tips will help ensure things run smoothly:

- For large activities, utilize volunteers to spread the workload. After all, many hands make light work!
- Say cheese! Photograph the festivities so everyone can remember your amazing event. Photos may also come in handy when planning or promoting next year's event.
- Say thank you often! Thank your volunteers, donors and any parents who are involved.

7 POST-EVENT WRAP UP

Congratulations! Well done! Thank you! Just a few more things to do...

- Complete the Kids For Wish Kids Wrap-up Form and return it along with all funds collected to the Make-A-Wish office within 30 days of the completion of your event.
- Send thank-you notes to donors and volunteers.
- Publicize fundraising results in your school newspaper, community newspaper, on social media sites, etc.; celebrate your success!



YOUR MAKE-A-WISH SUPPORT TEAM

Make-A-Wish is excited to partner with you through the Kids For Wish Kids program! The Make-A-Wish staff is here to help throughout your planning, and below is an example of some of the support and resources that may be available:

- Fundraising project ideas and tools for all ages
- Brainstorming meeting via phone, at your school/ building or at the Make-A-Wish office
- A personalized fundraising website for your school/group via our Wish Your Way platform (wishyourway.com)
- Publicity tools and support, including an event posting on Make-A-Wish website, videos and wish stories to share
- Make-A-Wish products for purchase (visit makeawishmarketplace.com to order products online)
- A Make-A-Wish speaker to speak with your students/ group about the organization and wish granting

If you have any questions regarding the Kids For Wish Kids program or a project idea, please contact: Kelsey Rice, Community Outreach Coordinator at krice@wisconsin.wish.org or **414.763.8357**.

Make-A-Wish Wisconsin office locations:

CHAPTER OFFICE

11020 W Plank Ct, Suite 200
Wauwatosa, Wisconsin 53226
Kelsey Rice
krice@wisconsin.wish.org
414.763.8357

NORTHEAST WI REGIONAL OFFICE

100 W. College Ave., Suite 50E
Appleton, WI 54911
Michelle Wolfe
mwolfe@wisconsin.wish.org
920.993.9994

MADISON REGIONAL OFFICE

1 South Pinckney St., Suite 40
Madison, WI 53703
Jade Pekol
jpekol@wisconsin.wish.org
608.252.4321





FUNDRAISING IDEAS

WISH WEEK

A week full of fun in support of Make-A-Wish! Many schools/groups have different activities planned for each day of Wish Week, while others plan two or three fundraisers to take place during the week. Wish Week can even be combined with existing school events, such as homecoming or spirit week. It's totally customizable!

Interested in Wish Week? Check out our [Wish Week Planning Guide!](#)

'THONS

Host a danceathon, walkathon, readathon or any other type of 'thon you can think of! All participants encourage their friends and family to make general donations and/or pledges for each minute they dance, lap they walk/run, minute they read, etc.

PLAY DRESS UP (OR DOWN)

Who doesn't love to dress up (or down)? Participants donate to dress up in some way. The options are endless: movie characters, sports teams, crazy hats, pajamas, salad dressings (yes, you read that right: Ranch = cowboy/girls, French = berets, etc.) Or, dress down in casual clothes if your school/group has a uniform or dress code.

SELL IT

Sales fundraisers are a "win-win" for everyone! You can create your own or choose from some of these ideas: bake, garage, cookbook, candy grams, holiday gift baskets, finals "survival" kits (think water, snacks, stress ball, etc.), flowers, wristbands, T-shirts, etc. The back of a T-shirt is a great place to sell sponsorships and thank sponsors for their support (**please make sure to share the design with your Make-A-Wish contact before printing**).

Planning to sell T-shirts and wristbands? A great idea is to sell them together as a Wish Kit! Most schools sell these for \$20-\$30, and some allow students to use the wristbands to get into related fundraising events for free. Now, that's a win-win!

WISH WALL

Want to really "show" your support? Sell Make-A-Wish paper stars for donations of \$1 (or more) and hang them around the building. Create a "Wish Wall" in a high-traffic area for everyone to see.

GOT CHANGE?

Give everyone a meaningful way to get rid of all that spare change they've been holding onto! Lots of variations for this one - from penny stall (teachers can't start class until all change is counted) to penny wars (each grade tries to collect the most pennies; other grades "sabotage" using silver coins) or money week (bring in a different coin each day of the week; Monday = pennies, Tuesday = nickels, and so on).

MIRACLE MINUTE

This one takes just a minute, but the potential impact can last a lifetime! During an assembly, pep rally, sporting event or other activity, introduce the Miracle Minute as a chance for the audience to use their spare change - or dollars - to help make wishes come true. Set the clock on the scoreboard or use a timer for one minute and pass donation buckets through the stands (with volunteers standing by). If possible, give the total of how much was raised before the end of the event so everyone can celebrate!



FUNDRAISING IDEAS (CONT.)

FUN NIGHT

Get ready to put on your dancin' shoes, grab the popcorn, test your knowledge or take a ride! Hold a dance, movie night, trivia or family game night, a carnival or another type of "fun night." Raise funds by charging an admission fee and selling concessions during the event. Recruit a committee to help with decorations, music and special touches to help make it a night to remember!

GET SPORTY

It's time to take it to the court! Coordinate a sports tournament or event, and raise funds via registration fees, admission, selling concessions, special contests, etc. The sport/format are up to you and there are lots of possibilities: all-day tournaments, student vs. teacher or faculty vs. administration or face off with a rival group. Whatever you decide, be sure to make it fun and interactive for participants and the audience (half-court shot contest, anyone?)!

PUT ON A SHOW

Lights, camera, action! Talent show, fashion show, comedy show, concert – anything goes. Add fun twists by incorporating teachers/administrators into the show and raise funds through admission, concessions, program books, etc. It's showtime!



TAKE IT TO THE NEXT LEVEL WITH THESE TIPS!

- Sales are a great way to raise more money at most events (e.g., selling concessions at a sports tournament, program books at a talent show, T-shirts at family game night, etc.).
- Dine-out nights are a great way to easily enhance fundraising. Check to see which of your local restaurants offer a percentage back to schools/groups and consider scheduling some dine-out nights and promoting them to your supporters. Be sure to set one up for the day/night of your big event!
- Many fundraising ideas can be combined – try adding a Miracle Minute or wish star sales to your event and watch those results increase!
- Up the ante by adding fun classroom, grade level or school-wide incentives.



KIDS FOR WISH KIDS PLANNING WORKSHEET

.....
SCHOOL/GROUP NAME

.....
NAME OF FUNDRAISER

Here are the top 5 steps to success used by our highest fundraising schools/groups. Use the chart below to plan your top 5, then put them into action!

- Meet with Make-A-Wish
- Mix & Match Fundraising Options
- Hold an Opening Assembly
- Promote Online Fundraising
- Make it FUN!

OUR TOP 5 IN ACTION:

DATE OF OUR BRAINSTORMING MEETING OR PHONE CALL WITH MAKE-A-WISH:
.....

OUR WISH YOUR WAY ONLINE FUNDRAISING LINK (PROVIDED BY MAKE-A-WISH TEAM):
.....

wishyourway.org/
.....

OUR TOP 3 FUNDRAISING IDEAS (PICK THE ONE THAT WORKS BEST FOR YOUR SCHOOL/GROUP, OR MIX & MATCH!):
.....
.....

HOW WILL WE MAKE IT FUN?!
.....
.....

(Sample answer: Sell Wish Kits, have a Miracle Minute, hold teachers vs. administrators volleyball game)

(Sample answer: Recruit student DJ for volleyball game, ask our Principal to let us shave a "reverse mohawk" if we reach our fundraising goal, decorate the cafeteria, build excitement with morning announcements and on social media)

DATE/TIME OF OUR OPENING ASSEMBLY:
.....

GOAL-SETTING AND PLANNING (SAMPLE)

ESTIMATED INCOME

Type of Income	Income / Amount Per Person	Quantity	Total
Wish Kit Sales	\$30 each	100	\$3000
Miracle Minute	\$5 each	100	\$500
Tickets to Volleyball Game	\$10 each	150	\$1500
Total Estimated Income			\$5000

ESTIMATED EXPENSES

Type of Expense	Cost
T-shirts	\$250
Refreshments	\$50
Total Estimated Expenses	\$300

TOTAL ESTIMATED INCOME	\$5000
- TOTAL ESTIMATED EXPENSES	\$300
<hr/>	
FUNDRAISING GOAL	\$4700



KIDS FOR WISH KIDS PLANNING WORKSHEET (CONT.)

GOAL-SETTING AND PLANNING

ESTIMATED INCOME

Type of Income	Income / Amount Per Person	Quantity	Total
Total Estimated Income			\$

ESTIMATED EXPENSES

Type of Expense	Cost
Total Estimated Expenses	\$

TOTAL ESTIMATED INCOME	\$ _____
- TOTAL ESTIMATED EXPENSES	\$ _____
<hr/>	
FUNDRAISING GOAL	\$ _____

LOGISTICS AND DETAILS

.....
EVENT NAME

.....
EVENT LOCATION

.....
EVENT TIME

.....
EVENT DATE

Task	Team Member(s) Responsible	Date Completed
<i>Example: Reach out to local businesses for donations</i>	<i>Jane & Nicole</i>	
<i>Example: Recruit participants for volleyball game</i>	<i>Joe & Dan</i>	



FREQUENTLY ASKED QUESTIONS

HOW MUCH OF THE MONEY RAISED GOES DIRECTLY TO GRANT WISHES?

79% of the funds raised are used to grant the wishes of local children fighting critical illnesses.

HOW DOES MAKE-A-WISH GRANT WISHES?

A child with a critical illness who has reached the age of 2½ and is younger than 18 at the time of referral is potentially eligible for a wish. After a child is referred, Make-A-Wish will work with the treating physician to determine the child's eligibility for a wish. Once qualified, a team of two Make-A-Wish volunteers visits the child to determine his or her wish.

HOW SHOULD WE COLLECT THE FUNDS OUR SCHOOL/GROUP RAISES FOR MAKE-A-WISH?

Make-A-Wish encourages kids to creatively design a bucket or other collection container(s). Most groups find it necessary to have change available for fundraising activities. At the end of the program, the school or organization should submit a check for the total amount raised to Make-A-Wish.

WHO SHOULD COLLECT AND COUNT THE MONEY?

Collecting and counting funds is a great opportunity to involve the student council, key club or PTA/PTO. Cash collected can be deposited into the school's account and a check can be submitted to Make-A-Wish.

MAY WE OPEN A BANK ACCOUNT TO CASH CHECKS MADE PAYABLE TO MAKE-A-WISH?

No, you may not open a bank account under the Make-A-Wish name. If participants make checks payable to Make-A-Wish, they should be mailed to:

C/O Kelsey Rice
Make-A-Wish Wisconsin
11020 W Plank Ct, Suite 200
Wauwatosa, Wisconsin 53226

Please forward checks made out to Make-A-Wish within 8 weeks of the check date. Supporters who give checks and credit card donations in the amount of \$250 or more will receive a written tax acknowledgment from Make-A-Wish.

WHAT SHOULD WE DO WITH THE CASH FROM THE FUNDRAISING EVENT?

All cash raised the day of the event should be collected and given to pre-designated individuals from the school or organization. These designated individuals should secure and monitor the cash in a safe or locked box until the money can be counted and deposited.

After your fundraiser, checks should be mailed directly to Make-A-Wish; while the school or organization tallies the money and combines the total campaign cash donations in a single check for forwarding to Make-A-Wish.

For accounting and security purposes, Make-A-Wish prefers to receive a check instead of coins or cash. Please ask the event organizer to deposit the coins and send the funds to the local Make-A-Wish office in the form of a check. Net proceeds from the program should be submitted within 30 days of the conclusion of the campaign.



FREQUENTLY ASKED QUESTIONS (CONT.)

WILL MAKE-A-WISH SOLICIT INDIVIDUALS WHO MAKE DONATIONS?

Donors who provide their physical address or email address will be included in Make-A-Wish mailing lists, unless otherwise instructed. Donors may receive Make-A-Wish newsletters, annual mailing appeals, invitations to special events or emails.

DOES MAKE-A-WISH TELEMARKE?

As a matter of national policy, Make-A-Wish does not engage in telemarketing or door-to-door solicitation.

CAN MAKE-A-WISH SECURE SPONSORSHIPS FOR OUR EVENT?

No. Make-A-Wish is responsible for procuring sponsorship, in-kind goods and services for existing internal fundraisers and for wish-granting purposes only. However, you are welcome to secure sponsorships on your own. We ask that you please contact Make-A-Wish before reaching out to any sponsors for your event or promotion. This will help us ensure there is no duplication of efforts that may be currently under way.

Make-A-Wish has a “DO NOT CONTACT” list of businesses that we would like to share with you before you begin your outreach. Please make sure to keep track of businesses that you plan to contact and their responses, so you can update Make-A-Wish throughout your plans and at the end of your event.

A LOCAL BUSINESS WANTS TO SUPPORT OUR FUNDRAISING EVENT, BUT THEY NEED THE MAKE-A-WISH TAX IDENTIFICATION NUMBER. WHERE CAN I FIND THAT?

A W-9, which includes the tax identification number for Make-A-Wish, can be provided upon request. The IRS does not allow the waiver of sales tax for items used for events that are not produced by Make-A-Wish.

Businesses may request a copy of the Make-A-Wish tax determination letter that identifies Make-A-Wish as being qualified for tax-exempt status under section 501 (c)(3) of the Internal Revenue Code. Businesses may include this letter with their tax filings to prove the charities they support are legitimate.





MAKE-A-WISH NAME, LOGO AND USAGE

Like any other corporation – Coca-Cola, McDonald’s, Wal-Mart, Target, Ford, etc. – Make-A-Wish Wisconsin’s name and logo are federally registered trademarks, and Make-A-Wish has rules for the proper usage of its trademarks in marketing and publicity efforts. The Make-A-Wish brand is shaped by its mission statement:

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

Thank you for helping raise awareness about the important mission of Make-A-Wish by using the trademarks, including name and logo, in a way that is consistent with the organization’s branding standards provided below:

TRADEMARK GUIDELINES:

Please note that “Make-A-Wish” is spelled with a capital “A” and has hyphens between the words.

Correct: Make-A-Wish
Incorrect: Make a Wish

- The logo may not be altered in font, color, configuration or position.
- The superscripted registration ® symbol must appear next to each trademark.
- Avoid making Make-A-Wish possessive (correct “the Make-A-Wish message” vs. incorrect “Make-A-Wish’s message”).
- The name and logo should never be altered for a specific event (i.e., “Bake-A-Wish”).
- There are three appropriate colors that may be used to display the logo: Black / White / Pantone® 2935 Blue
- Contact Kelsey Rice at krice@wisconsin.wish.org to obtain a high-resolution copy of the logo. Please don’t copy and paste the logo from the internet.

PRIORITY GUIDELINES:

Focus on the positive! When talking about Make-A-Wish, please do not use words such as “terminally ill” or “dying,” as many wish kids do not have a terminal condition. These labels can instill a sense of defeat and can be counterproductive as our wish kids continue to fight to overcome their illnesses.

WHEN IN DOUBT – REACH OUT!

Make-A-Wish is here to help! If you plan to use the Make-A-Wish and/or Kids For Wish Kids logos in any public-facing documents, please send associated materials to your Make-A-Wish contact prior to distribution. If you have any questions regarding branding rules or guidelines, please contact Kelsey Rice, Community Outreach Coordinator at krice@wisconsin.wish.org.

THANK YOU FOR HELPING TO MAKE WISHES COME TRUE!



WRAP-UP FORM

Please mail in this form and funds raised within 30 days of the completion of your fundraiser.

.....
SCHOOL/GROUP/INDIVIDUAL NAME

.....
DATE OF EVENT

.....
ADDRESS

.....
CITY

.....
STATE

.....
ZIP

.....
CONTACT PERSON

.....
CONTACT PHONE

.....
CONTACT EMAIL

EVENT REVENUE

In this section, please list all the ways your fundraiser earned money, specifying the amount received through each avenue separately (example: bake sale - \$1,000/car wash - \$500, etc.):

.....
.....
.....

TOTAL RAISED:

DID YOU RECEIVE SUPPORT FROM THE MAKE-A-WISH® STAFF? WAS THERE ANYTHING THAT THEY COULD HAVE DONE DIFFERENTLY (OR MORE OF) TO ENSURE YOUR SUCCESS?

.....

WOULD YOU LIKE TO PARTICIPATE NEXT YEAR? Y N IF NO, WHY NOT?

.....

WILL YOU BE THE CONTACT FOR NEXT YEAR'S EVENT? Y N

IF NO, PLEASE PROVIDE THE APPROPRIATE CONTACT PERSON'S NAME, EMAIL AND PHONE NUMBER BELOW:

.....

Within 30 days of your fundraiser, please mail/drop-off this sheet & the funds to:

**Make-A-Wish Wisconsin
11020 W Plank Ct, Suite 200
Wauwatosa, Wisconsin 53226**

Please do not mail cash.