



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

EXTERNAL FUNDRAISER GUIDEBOOK

Make-A-Wish[®]
MICHIGAN

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MAKE-A-WISH® MICHIGAN HEADQUARTERS

7600 Grand River Ave.
Suite 175
Brighton, MI 48114
734.994.8620
800.622.9474 (toll free
Michigan only)

GRAND RAPIDS

648 Monroe Ave. NW
Suite 104
Grand Rapids, MI 49503
616.363.4607
877.631.9474 (toll free)

Welcome

Thank you for your interest in holding a special event to benefit Make-A-Wish® Michigan. We appreciate your desire to help grant wishes to children in our community with critical illnesses.

Make-A-Wish® Michigan serves children in all 83 counties. Since 1984, we have granted more than 10,000 wishes to courageous children throughout the state. We do not receive any state or federal funding, and funds donated to Make-A-Wish Michigan stay in Michigan to grant the wishes of local children with critical illnesses.

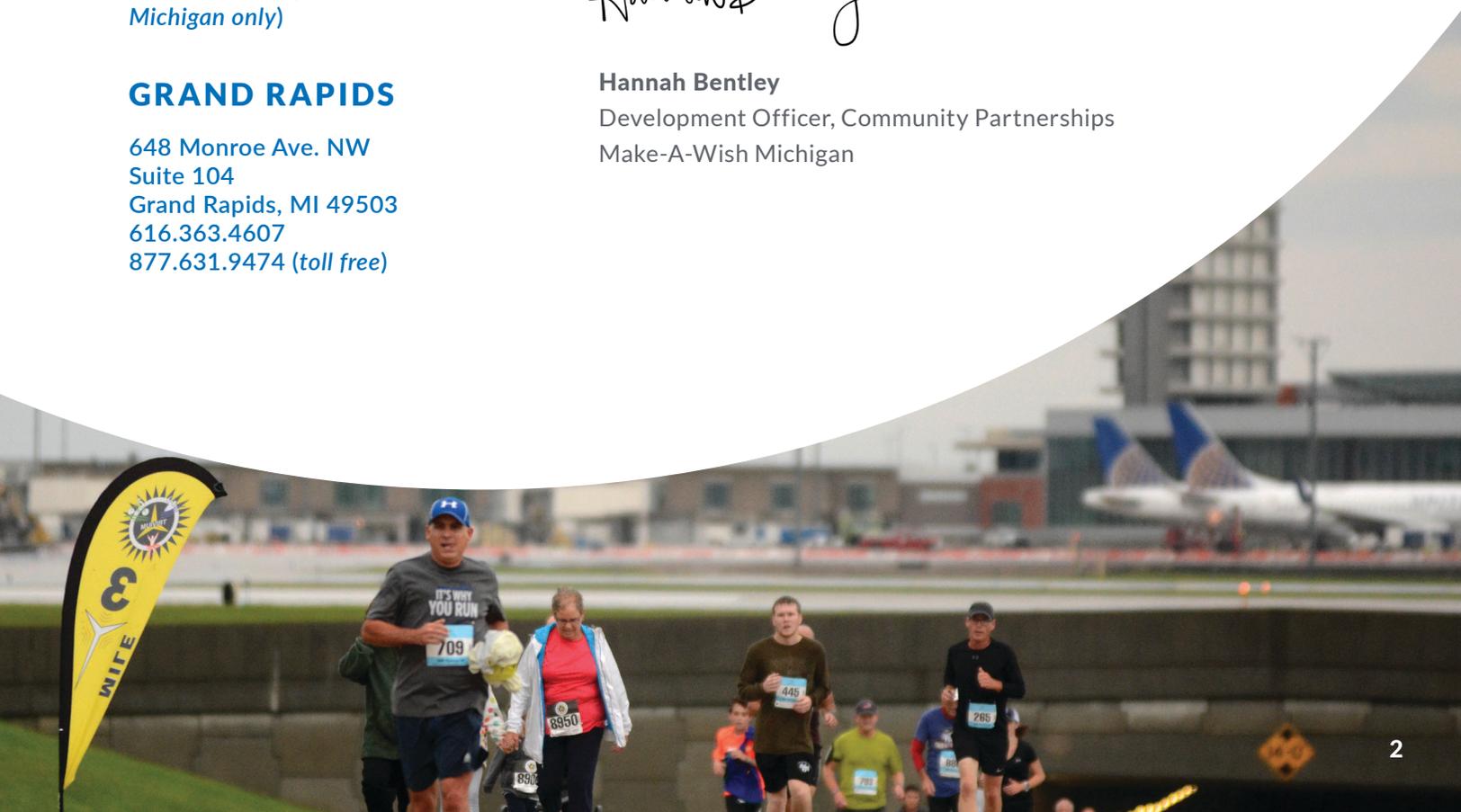
Make-A-Wish Michigan is held to the highest legal and ethical standards of fundraising, and we are governed by policies established by our national organization, Make-A-Wish America. We also adhere to the principles of various watchdog agencies, including the Better Business Bureau (BBB) Wise Giving Alliance.

This guide is intended to help you structure a successful fundraiser in compliance with Make-A-Wish Michigan requirements. The Proposal and License Agreement (pgs. 13–14) must be approved by Make-A-Wish Michigan before you can begin to raise money on our behalf. Before signing the Agreement, please review the following information carefully and let us know if you have any questions. We look forward to working with you to make wishes come true!



Hannah Bentley

Development Officer, Community Partnerships
Make-A-Wish Michigan



Logistics

ORGANIZER RESPONSIBILITIES

You, the event organizer, are responsible for planning and obtaining support for your fundraiser from inception to the day the check or donation is issued to the Chapter. It is your job to develop logistics and acquire the venue, sponsors, publicity, prizes, entertainment and staff that are necessary for a successful event, including its fundraising aspects.

Your efforts must draw the majority of participants, although we are happy to answer your questions and provide support where we can. You must demonstrate a willingness and ability to fully coordinate a successful effort in order for your event to be approved.



TALKING POINTS & KEY MESSAGES

Please do not use the terms “terminally ill,” “dying,” or “last wish” when referring to our wish children. The appropriate expression is “**children with critical illnesses.**” A lot of children for whom we have fulfilled wishes are still living, and many are now adults. We believe their wish had a positive impact on their well-being. Your fundraiser will help to provide a child battling a critical illness with hope, strength and joy during a time that is often cluttered with worry and uncertainty.

If you would like help wording an appeal to your event supporters, we would be happy to assist you in developing compelling language that reflects our mission. Please communicate this important information to everyone involved in promoting your event, and remember that all messaging and materials need the Chapter’s prior written approval before being used/distributed.

APPROVAL PROCESS

Please fill out the Special Event Proposal and License Agreement and return to your Make-A-Wish Michigan contact as soon as possible for approval. Your submission will be reviewed by the Development Officer of Community Partnerships. We will respond to you with any questions and help revise any areas that are not in compliance with our standards.

We promise to make this process move quickly, and we will provide a response within one week of receiving the forms. You are not permitted to use the Make-A-Wish name or logo for ANY reason until we have provided you with written approval of your Special Event Proposal and License Agreement.

Style Guide

MAKE-A-WISH LOGO AND NAME

A copy of the Make-A-Wish Michigan logo will be sent to you upon request pending approval of the proposal. Some rules for using the logo are below.

- Our logo appears at the bottom of this page. It utilizes a typeface developed especially for Make-A-Wish and must be used as it appears.
- **Do not use logos found on the Internet.** We will provide you with the most current version, which includes our Chapter name.
- The logo and name must never be used in the title of the event.
- Any products and/or collateral you develop for your fundraiser which incorporates the Make-A-Wish logo (such as t-shirts and advertisements) **must be approved by the Chapter.**
- In all cases, the words “Make,” “A,” and “Wish” must all be capitalized and separated by hyphens.
- The registered trademark symbol (®) should always be used on the first or most prominent reference of each registered trademark (e.g., in a headline, or when the marks first appear in a body of text). The circle-R symbol should appear in superscript at the end of each mark (e.g., Make-A-Wish[®] or Make-A-Wish[®] Michigan - not Make-A-Wish Michigan[®]).
- The logo cannot be used as part of a sentence or phrase to take the place of words.

Any information you distribute, publish or send out using the Make-A-Wish name or logo **must be reviewed and approved by the Chapter prior to such distribution.** Before publishing, please send an electronic copy of all materials to your Chapter contact for approval.



Brand Guidelines



HOW TO USE OUR BRAND

LOGO

- Once the partnership has been approved, we will send the Make-A-Wish® Michigan supporter logos.
- The logos must never be used in the title of the event or within a sentence; Make-A-Wish Michigan should be typed. They must stand separately.
- Any products you develop for your fundraiser which incorporate the Make-A-Wish Michigan logo (i.e. t-shirts or stickers) must be approved by the chapter.
- Our preferred fonts are Lato and Droid Serif. If these fonts aren't available, Arial and Georgia may be substituted.

NAME

- The registered trademark symbol should appear with Make-A-Wish Michigan when the chapter name is used in a headline or in the first instance in text.
- Superscript the registered trademark symbol after Make-A-Wish, when possible.
- The words "Make," "A," and "Wish" must all be capitalized and separated by hyphens.

LANGUAGE

- Please refrain from using terms that are contrary to our mission, such as "terminally ill", "dying" or "last wish" when referring to our wish children.
- The appropriate expression is "children with critical illnesses."
- Your support provides these children with hope as they battle their medical conditions. Wishes offer something to look forward to during a time often cluttered with worry and uncertainty.

APPROVAL

- Any information you distribute, publish or send using any Make-A-Wish Michigan marks, including advertisements and press releases, must be reviewed by Make-A-Wish Michigan before it goes out. Please email this information to Hannah at hbentley@michigan.wish.org.

PRIMARY COLORS



Blue

CMYK: 100, 52, 0, 0
RGB: 0, 87, 184
PMS: 2935 C



Light Gray

CMYK: 12, 8, 9, 23
RGB: 187, 188, 188
PMS: Cool Gray 4 C



Dark Gray

CMYK: 30, 22, 17, 57
RGB: 117, 120, 123
PMS: Cool Gray 9 C

SECONDARY COLORS



Light Blue

CMYK: 45, 1, 0, 1
RGB: 141, 200, 232
PMS: 2905 C



Teal

CMYK: 71, 0, 36, 0
RGB: 0, 186, 179
PMS: 2398 C



Yellow

CMYK: 0, 6, 53, 0
RGB: 251, 216, 114
PMS: 1215 C



Orange

CMYK: 0, 34, 76, 0
RGB: 255, 181, 73
PMS: 1365 C



Red

CMYK: 0, 70, 58, 0
RGB: 255, 88, 93
PMS: 178 C

MAKE-A-WISH MICHIGAN MUST APPROVE ALL USES OF ITS NAME AND LOGO IN
ADVANCE OF ITS REPRODUCTION, PRINTING OR DISTRIBUTION.

Guidelines



UNACCEPTABLE METHODS OF FUNDRAISING

Make-A-Wish America policies prohibit our Chapter and any of our external fundraisers from employing the following types of fundraising tactics: telemarketing, door-to-door solicitations, and Internet sales.

The chapter also reserves the right to choose not to affiliate with any event where fundraising methods do not complement the organization's mission.



RAFFLES

The State of Michigan has specific laws about raffles, and in many cases, raffles are illegal without a license or a permit. Make-A-Wish Michigan will not apply for a raffle license on behalf of external events, and your event is unable to use Make-A-Wish Michigan's raffle license. Please contact the Charitable Gaming Division of the State of Michigan to find more information about the rules for hosting a raffle. Their website is <http://www.michigan.gov/cg/> and their phone number is 517.335.5780.



FUNDRAISING GOAL

We appreciate the hard work that goes into your organization's fundraising efforts, and we strive to provide the support and resources needed to make your event a success. However, because of our limited resources, it is our goal that each external event will raise \$1,000. We are happy to discuss and assist with fundraising efforts at any donation level.

If you are planning a cause-related marketing fundraiser in which an individual or company will make sales or profit with a portion of the proceeds going to the Chapter, we may ask for a guaranteed minimum donation. Establishing levels enables our staff to set priorities for fundraising efforts and allocate resources to those parties who are willing to undertake the time and commitment required to organize, manage and execute a successful fundraiser.



SPONSORSHIPS

If you are planning to solicit companies or organizations for donations or sponsors for your event, please provide us with a list of those you plan to approach prior to approaching them, because we may already have an established relationship. It is not our desire to limit your plans, but to protect relationships with those who give directly to the chapter on a regular basis.

As there are companies who already provide great support to our Chapter, we must be careful about duplicating efforts and avoid having many people ask the same groups for donations on our behalf. Additionally, we must not approach any company outside the area our Chapter serves. There are Make-A-Wish chapters all across the country and we want to be sure we are not infringing on any other chapter's donors and/or territory. The Chapter is legally prohibited from approaching donors outside of its territory.

PLEASE DO NOT APPROACH THE DETROIT TIGERS, DETROIT PISTONS, DETROIT RED WINGS OR DETROIT LIONS FOR EVENT DONATIONS.

Responsibility

CLOSING OUT YOUR FUNDRAISER

Funds must be delivered to the Chapter within 30 days. You may mail donations to our office, deliver donations in person or we can arrange to pick them up from you. We rely on these funds to grant wishes, so please deliver them at your earliest opportunity.

It is your responsibility to acknowledge any third party donors who contribute to your event. If you would like the Chapter to send a thank you letter to third party participants in your event, you must submit the donor's name and address to the Chapter following the event.

Complete the Financial Summary Report which includes all income and expenses with copies of receipts for expenses that exceed \$500.

Do not deposit any checks made payable to "Make-A-Wish" or attempt to open a bank account in the name of "Make-A-Wish". Please deliver all checks made payable to Make-A-Wish to our office and we will deposit them.

DISCLOSING YOUR DONATION

The BBB Wise Giving Alliance requires specific disclosure language for indicating how your fundraiser is benefiting the Foundation. Please include this language in all publicity that mentions Make-A-Wish. If you need assistance determining the appropriate language, please ask your Make-A-Wish Michigan contact.

You must clearly disclose how Make-A-Wish Michigan benefits from the sale of products or services (i.e. cause-related marketing) when you state or imply that a charity will benefit from a transaction. Such promotions should disclose, at the point of solicitation:

- The actual or anticipated portion of the purchase price that will benefit the Foundation (e.g., 5 cents will be contributed to Make-A-Wish Michigan for every XYZ company product sold).
- The duration of the campaign (e.g., the month of October)
- Any maximum or guaranteed minimum contribution amount (e.g., up to a maximum of \$20,000).



wish kid Chloe

ADOPT-A-WISH®

If your event raises the average cash cost of a wish, \$6,000 and above, you can choose to symbolically adopt a wish. After we receive the funds from your event, we will share with you the story of a specific child and their wonderful wish experience.

All events have the option to receive our "featured wish story" that can be shared with supporters and event attendees/participants to show the impact of a wish.

Resources Available To You

We appreciate the hard work that goes into your fundraising efforts and understand you may require some support or resources from our Chapter to make your event a success. Below is a list of resources available based on your donation level:

All Events

- Make-A-Wish Kit containing fact sheets, balloons, wristbands and paper stars
- Friends, Family and Fans online fundraising page (allows you to raise funds online with a customized online fundraising page)
- Featured wish story
- Make-A-Wish Michigan chapter logo and Brand Cheat Sheet
- Donation tracking sheet
- Template for a press release (press releases may only be released on a local level, and may not be issued outside the territory served by Foundation)
- Template for a thank you letter

\$2,500+

- All of the above, plus:
- Make-A-Wish representative to attend your event. A request form for this will be sent to you. Requests must be received at least 4 weeks in advance.
- Event may be listed in our online calendar of events. If you desire to use this resource, please provide the URL for your event website and a brief description for the listing to your Chapter contact.

\$6,000+

- All of the above, plus:
- Ability to become an Adopt-A-Wish® partner (see page 7 for details)

\$10,000+

- All of the above, plus:
- Invite a Wish Ambassador to the event. (A Wish Ambassador—a child who has had their wish fulfilled—may be able to attend your event to share how a wish impacted their life. Because of the critical illnesses these children battle, we do not designate specific wishes/wish kids to a specific event/project. Request must be received at least 4 weeks in advance.)

\$25,000+

- All of the above, plus:
- Spotlight in Make-A-Wish Michigan social media platforms (e-blasts, Facebook, Twitter and Instagram)

Event Ideas

ENDLESS FUNDRAISING OPTIONS

RAFFLES

Raffle: Solicit prizes from local businesses and have participants purchase raffle tickets.

50/50: Sell raffle tickets for a determined amount. The person who has the winning ticket wins half of the monies raised and the other half will be donated!

Bucket Raffle: A raffle with a twist. Instead of having a bid sheet next to auction items, place a container next to each item for purchased raffle tickets. When supporters buy their tickets, they can choose which items they would like to try to win!

Vacation Day: Talk to the appropriate person within your company about getting a vacation day as the prize for the winning raffle ticket.

Boss' Parking Space: Hold a raffle with the prize being to park in the best parking space for a week!

AUCTIONS

Silent Auction: Secure items to be auctioned off through solicitation and display all donated items. Next to each item, place a "bid sheet" where those interested in that particular item can write their name and the amount they are willing to pay.

Service Auction: Ask companies in the "service" industry (lawyers, consultants, construction, beauty salons, cleaning, etc.) to donate a service to be auctioned off either live or silent. All funds will be donated to Make-A-Wish Michigan!

SPORTING EVENTS

Golf or Tennis Tournament: After a location is chosen for this event, determine the cost per person and charge each person a certain amount over cost. That amount will be donated. You can also sell sponsorships and/or hold a raffle to raise more funds.

Bowl-A-Thon: Ask your local bowling alley to donate a few lanes for the event. Participants ask their friends and family to sponsor them for a certain amount per pin. After their score is determined, they collect the money. The participant who raises the most money wins a pre-determined prize.

Walks, Runs, Marathons, Triathlons: Ask for pledges if you or your employees are participating in any type of endurance event for Make-A-Wish Michigan!



More Event Ideas

ENDLESS FUNDRAISING OPTIONS



TICKET SALES

Hold a month long promotion where a portion of admission ticket sales will be donated to grant wishes for children.



WINE TASTING

Get a wine company to donate the wines as well as send a representative to discuss the wine. Charge an admission fee that will be donated. If food is included, the price can be increased.



COMPANY PICNIC

Partner with a food truck or cater a BBQ lunch for employees, and sell lunch for \$5 a plate. Include a senior management dunk tank or pie-in-the-face contest for more fundraising.



SALES

Organize a bake sale, garage sale, cookbook sale (with recipes from your coworkers), candy sale, flower sale, office furniture sale, book sale, etc. Make and sell T-shirts promoting your company's Make-A-Wish campaign.



WISH WALLS

Sell Make-A-Wish star cutouts (provided by us) for \$1, \$2, or \$5 and fill a wall. This can be held during holidays as well.



USE WHAT YOU KNOW

Think about how can you incorporate fundraising into what your company is already doing. Include a donation link on your invoices, encourage your vendors and partners to get in on the fun, or include fundraising at your holiday party.



DRESS DOWN DAY

Employees donate in exchange for a day of wearing casual clothes to the office. You could even hold an entire Dress Down Week.



BIRTHDAY/WEDDING/ANNIVERSARY

Request that guests make a donation in lieu of presents. To make it easier, you can put a basket at the party for your guests to put their donations in. Make-A-Wish will provide you with envelopes.

Social Media

EVENT PROMOTION TIPS

Incorporating social media and video into your event promotion is an excellent way to expand your reach and attract new supporters. The following includes helpful tips for sharing your event on digital channels.

FACEBOOK

- Create an event hashtag and use it consistently across social media channels. Use #wishMI too!
- Ask your followers and social media supporters to share and comment on the event page.
- Make the RSVP list public to encourage people to respond.
- Create a custom cover photo that stakeholders can use on their personal profile to promote the event.
- Use visuals, such as video clips or photos in all posts.
- Plan to share posts and update content regularly leading up to your event.
- Share success following event.
- Share Make-A-Wish Michigan stories to inspire followers

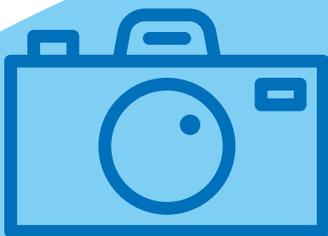
Note: Tagging on Facebook can be done by going onto the Make-A-Wish Michigan Facebook page and clicking "Like." To include us in your post, type @Make-A-Wish Michigan and our name should appear and can then be selected for tagging.

INSTAGRAM

- Create an event hashtag and use it consistently across social media channels. Use #wishMI too!
- Use photos of people smiling, whether candid or a group shot.
- Use Instagram Stories on the day of your event.
- Tag @makeawishmi in your posts.

TWITTER

- Create an event hashtag and use it consistently across social media channels. Use #wishMI too!
- Include your hashtag on all promotional materials and encourage people to use it in your messaging.
- Identify your closest supporters who have large online networks and ask them to share information about your event.
- Show appreciation for and respond to those who are talking about your event.
- Use event-related images to increase likelihood of retweets.
- Tag @MakeAWishMI in your tweets.



PHOTOS

There's no such thing as too many photos! Shoot to your hearts desire to recap your event, and afterwards share them with your Make-A-Wish Michigan contact. Photograph the event setup, donations from your sponsor(s), groups of attendees and more.

FAQ

Q. If my external event is approved and I hold the same event next year, can I use the same agreement from the previous year?

A. No. The licensing agreement is good for only the event and time frame outlined in the agreement and expires at the conclusion of the event, one year from the date of approval or upon the decision of Make-A-Wish Michigan. Annual events are common and encouraged, however, and the second year takes far less time to approve.

Q. If I conduct an external event, can I reserve funds for the next year's event in a special account?

A. No. The money raised from a fundraising event must be turned into Make-A-Wish Michigan and will be recorded as donations received for the purpose of granting wishes.

Q. If I am soliciting for a Make-A-Wish Michigan event, is there anything I need to do before contacting a sponsor/vendor?

A. Yes. The Chapter will require a list of businesses that you are interested in contacting before planning your event, so that we will not jeopardize existing relationships with donors.

Q. What type of credentials can I provide when I solicit funds?

A. Upon request, each approved event will be issued an acceptance letter on official Make-A-Wish Michigan letterhead, verifying that your event has been approved.

Q. Are there any events or types of fundraising that Make-A-Wish does not permit?

A. Make-A-Wish national policy states that we are NEVER permitted to use telemarketing or door-to-door solicitation in our fundraising efforts.

Q. Does Make-A-Wish provide volunteers for my event?

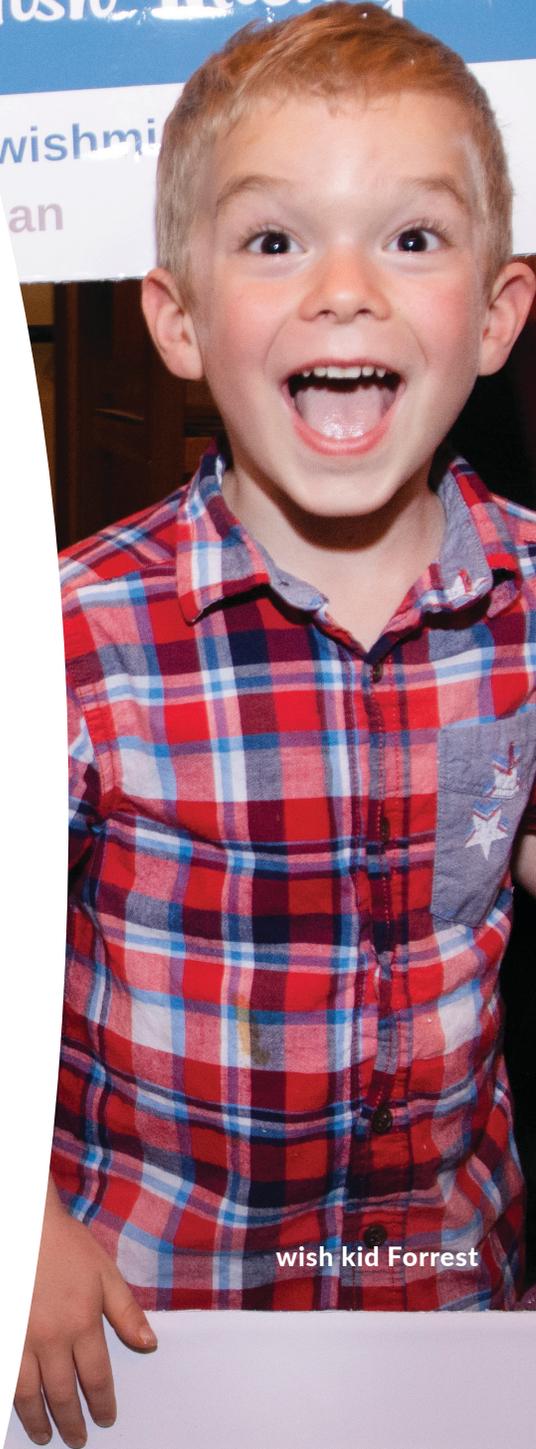
A. We cannot guarantee participation from volunteers, but we are more than happy to make all efforts to find volunteers or representatives for your event.

Q. Can I get a copy of Make-A-Wish's W9 or EIN?

A. As a registered external fundraiser for Make-A-Wish Michigan, you can share our W9 with potential sponsors and donors. Our EIN is 38-250-5812.

Wish Michigan

wishmi
an



wish kid Forrest

#wishgranters ##power



FAQ (continued)

Q. Does Make-A-Wish Michigan have insurance that covers liquor liability, gambling, raffles, bingo, etc.?

A. Make-A-Wish Michigan does not provide insurance coverage for external events. The event host must obtain insurance when necessary. Please note: special permits or licenses can take up to 4-6 weeks. Make-A-Wish Michigan will not apply for a raffle license on behalf of external events, and your event is unable to use Make-A-Wish Michigan's raffle license.

Q. May I invite wish children to attend my event?

A. We are happy to discuss inviting a wish child to attend or speak at your event. This is decided on a case-by-case basis as we must be protective of our wish children and their privacy. Upon request, we will supply a wish family attendance request form.

Q. Can I sponsor a specific child?

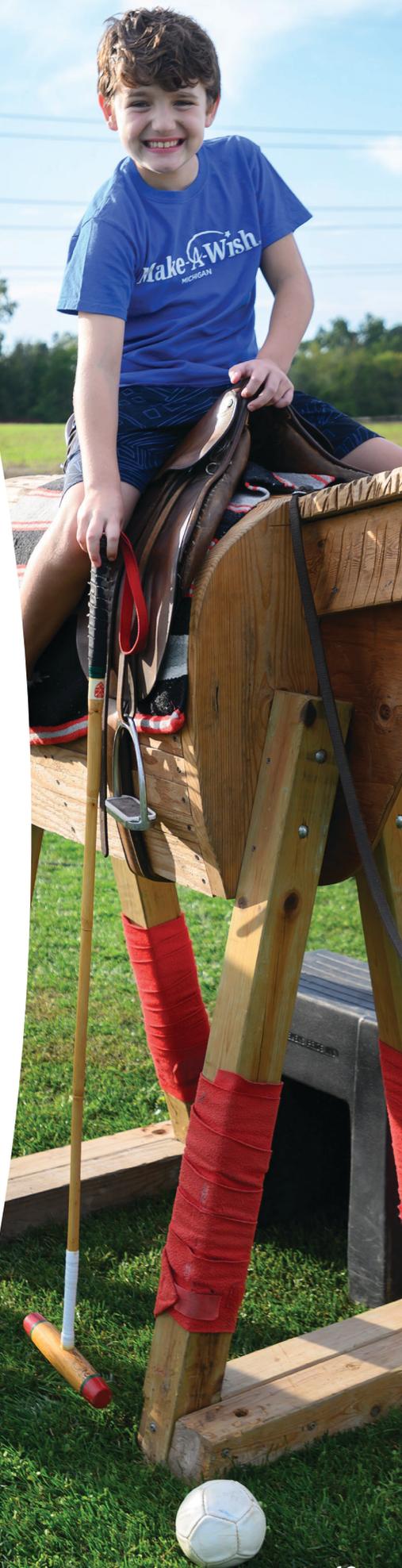
A. If your fundraiser raises \$6,000 or more, it will be named a sponsor of a specific child's wish. Make-A-Wish Michigan can provide the story and photo of a specific wish child to use to symbolically demonstrate how your event donations can be used. Please keep in mind that funds raised do not go directly to a specific child's wish. Funds go to our general fund to help grant wishes to Michigan children.

Q. Can Make-A-Wish provide raffle items?

A. No. It is up to the event organizers to find items for raffles or silent auctions. You are more than welcome to send out a solicitation letter which includes information on your event benefitting Make-A-Wish. Similarly, Make-A-Wish can provide a letter for you to distribute to potential donors and sponsors.

Q. Where can we find Make-A-Wish giveaways?

A. Make-A-Wish Michigan is extremely limited with the number of giveaway items for your event participants, organizers, etc. You can find branded Make-A-Wish merchandise by visiting the Make-A-Wish Marketplace at MakeAWishMarketplace.com. Once your event is approved, you are also able to create your own custom merchandise with the Make-A-Wish Michigan name and logo. These items must be approved by the chapter before the order is placed.



Terms and Conditions

1. Sponsor agrees to provide Make-A-Wish with all of the net proceeds from the event, along with a written accounting of event revenues and expenses (and supporting documentation for any expenses in excess of \$500), in a form acceptable to Make-A-Wish, within thirty (30) days after the event. Make-A-Wish may audit the event revenues and expenses, if necessary.
2. Make-A-Wish® Michigan is a licensed chapter of the Make-A-Wish Foundation® of America, the owner of certain federally-registered and common law trademarks, service marks and trade names including Make-A-Wish, Make-A-Wish Foundation and the swirl-and-star logo (collectively, the "Marks"). If (and only if) this proposal is approved by Make-A-Wish, sponsor will be granted a non-exclusive license to use the Marks in connection with the event, although only within the geographic territory served by our chapter, i.e., the state of Michigan.
3. The term of the license granted hereunder shall be from the date Make-A-Wish approves sponsor's proposal until the conclusion of the event; provided, however, that Make-A-Wish has the right to terminate the license if it determines, in its reasonable discretion, that the event is or will likely be injurious to the Marks.
4. Any use of the Marks is subject to prior written approval of Make-A-Wish. Accordingly, sponsor agrees to submit to Make-A-Wish for approval – prior to the production, distribution, broadcast, publication, or posting thereof – all printed materials, publicity releases and advertising relating to the event that mentions Make-A-Wish or contains the Marks.
5. Sponsor understands and agrees that the Marks: (a) may not be altered in any way, nor may they be sub-licensed to any other (b) person; may not be used in connection with any telemarketing or door-to-door solicitations; and/or (c) may not be used in conjunction with terminology that is contrary to Make-A-Wish's mission (including phrases like "terminal illness," "dying children," "last wishes," etc.) Sponsor further acknowledges that, because its license to use the Marks is limited to the geographic territory served by our chapter, it may not solicit cash or in-kind donations from persons outside such territory, nor may it use the Marks on the Internet, in social media channels and/or in conjunction with any news wire services without Make-A-Wish's prior written approval.
6. In accordance with standards adopted by the BBB Wise Giving Alliance, sponsor agrees that any solicitations relating to the event must specify at the point of solicitation, and in a manner acceptable to Make-A-Wish: (a) that Make-A-Wish is the benefiting organization; (b) the actual or anticipated portion of the purchase price that will benefit Make-A-Wish; (c) the duration of the campaign; and (d) any maximum or guaranteed minimum contribution amount.
7. In order to avoid inadvertently jeopardizing existing relationships between Make-A-Wish and its donors, sponsor agrees to receive approval from Make-A-Wish before soliciting corporations, businesses, celebrities, sports teams, or individuals for cash or in-kind donations relating to the event.
8. Sponsor represents to Make-A-Wish that: (a) it will comply with all applicable laws during the planning, promotion and conduct of the event; (b) all necessary insurance, licenses and permits will be obtained and will be in force through the conclusion of the event; (c) the event will result in no cost or expense to Make-A-Wish whatsoever, unless expressly agreed in writing to the contrary; and (d) it will indemnify and hold Make-A-Wish harmless from any and all claims of any kind or nature whatsoever arising out of, or in any way related to, the event.
9. Nothing in this document shall be construed to authorize sponsor, or any of its employees or representatives, to act as an agent of Make-A-Wish. Thus, for example, sponsor may not open a bank account in Make-A-Wish's name, nor may it endorse or attempt to negotiate any checks made payable to Make-A-Wish, all of which must be promptly forwarded to Make-A-Wish.

Proposed By:

Approved By:

Signature of authorized representative of sponsor

Signature of authorized representative of Make-A-Wish Foundation

Print name

Print name

Title

Title

Date

Date

