



*I wish to have a
mermaid tail*

Victoria, 16
rare genetic tissue disorder

VIRTUAL FUNDRAISING TOOLKIT



Steps to Success	2	Spirit Day Ideas	7
Virtual Fundraising 101	3	Incentive Ideas	8
Fundraising Ideas	4	Marketing Tips	9



STEPS TO SUCCESS



STEP 1: CHOOSE YOUR FUNDRAISER*

This toolkit contains virtual fundraising ideas to help you get started. Choose a few ideas from the toolkit or come up with your own unique fundraising ideas.



STEP 2: SHARE YOUR PLANS WITH SCHOOL/GROUP LEADERS AND YOUR LOCAL CHAPTER

Getting leadership and Make-A-Wish Arizona involved can greatly increase the success of your fundraiser. The more involvement you have within the community, the more people will be willing to donate and help your cause.



STEP 3: SET A GOAL

Set a goal for your fundraising efforts. On average, schools/groups raise about \$10 per student/member. The average cost of a wish is \$11,000. Invite your peers, friends, and family to donate to help reach your goal.



STEP 4: WISH YOUR WAY

Online fundraising is the key to raising big \$\$\$ to help make wishes come true! Your Make-A-Wish staff partner will help you register on wishyourway.org. You'll then receive a custom fundraising page link that you can share with everyone in your community!



STEP 5: PLAN AND PROMOTE YOUR EFFORTS

Create a detailed “to-do” list and aim to start planning your efforts at least 4-6 weeks in advance. Recruit your peers to help with planning and promoting your campaign. Use email, text, and social media to spread the word about your events and why you are raising money for Make-A-Wish. Include your fundraising link with your outreach so everyone can easily donate to show their support!



STEP 6: HAVE FUN!*

Host an incredible campaign, raise funds and smile—you are helping to create life-changing wishes!

**Make sure to get approval from school/group leaders for all plans and follow all current COVID-19 safety guidelines/regulations for any related activities.*

**Once your campaign concludes, be sure to thank everyone who helped and donated! Submit any offline donations (cash/check) to Make-A-Wish within 30 days.*



VIRTUAL FUNDRAISING 101

Below, you will find a basic overview of our recommended virtual fundraising tools and concepts. From Virtual Wish Week to livestreaming, there are a number of ways to host an awesome virtual event and raise funds to help grant wishes.

Wish Your Way

Wish Your Way enables supporters to raise money online through a fundraiser of their choice. It's free, easy to use, and there are no fundraising minimums. Wish Your Way users can access helpful resources through their Participant Center to track progress, send emails, and post on social media to encourage donations.

Visit wishyourway.org to learn more.

Virtual Wish Week

A week of focus around Make-A-Wish can help unite your community during these challenging times as everyone comes together to help make wishes come true for kids with critical illnesses. **Check out the Virtual Wish Week section for details!**

Charity Streaming

Livestreaming is a fun way to connect virtually while raising funds for Make-A-Wish. You can use Tiltify—a streaming donation platform—to broadcast gaming/eSports sessions, a talent show, a concert, physical challenges, or whatever else you think of! To learn more, visit wish.org/streamFTWtoolkit. Be sure to let your Make-A-Wish staff partner know your streaming plans so they can support you!

Social Media

Use Facebook, Instagram, Twitter, etc. to spread the word about your Make-A-Wish fundraiser! You can also use these platforms to livestream. Be sure to include the link to your Wish Your Way page in your bio and whenever you stream or post. Check out **page 9** of this toolkit for more social media tips!



FUNDRAISING IDEAS

VIRTUAL WISH WEEK

A week full of virtual fun in support of Make-A-Wish! If safe, you can also incorporate in-person or in-school components for your Virtual Wish Week. Many schools/groups have different activities planned for each day of the week, while others plan just a few activities throughout the week. It's all up to you and everything is totally customizable!

The ideas on the following pages will help you choose fundraising activities for your Virtual Wish Week. While we encourage you to consider planning a Virtual Wish Week, you can also use the ideas (or come up with your own!) for individual fundraisers to support Make-A-Wish.

SAMPLE VIRTUAL WISH WEEK DAILY CHALLENGES

In addition to the fundraising activities you choose, you can consider daily challenges to help motivate everyone to spread the word about your efforts and encourage family & friends to donate through Wish Your Way. Sample daily challenges are listed below—feel free to get creative and have fun coming up with your own daily activity schedule!

Make-A-Wish Monday:

Sharing challenge! Post your online fundraising link via your official social media pages. Then, encourage students to post/repost and challenge (tag) 5 friends and family to share or donate online.

Text Tuesday:

Encourage students to text the link to 5 family and friends and ask them to donate to help make wishes come true.

Wish Wednesday:

Share your “why”. Encourage students to create and share short videos of what supporting Make-A-Wish means to them. The best “why” wins!

Talk Thursday:

Challenge students to connect with friends and family from all over by calling to tell them about Make-A-Wish and how they can help by donating online.

Feel Good Friday:

It's time to have some fun! Have a social media takeover. Go live! Wear Make-A-Wish blue and/or spirit day attire. Announce winners from each daily competition. Share some of the “why” videos and thank your supporters. Announce your fundraising total. Celebrate your success and the wishes you'll help grant!

PRO TIPS

- Create a unique Wish Week hashtag (like #TigersGrantWishes) to track sharing and advertise your efforts. Encourage students to put the online fundraising link in their social media bios.
- Invite all of your school clubs/teams to get in on the fun by planning a Virtual Wish Week event of their choice!
- Incorporate fun spirit days into your Virtual Wish Week—your Make-A-Wish staff partner has a list of ideas they can share with you!
- Create incentives based on sharing the fundraising link and posting spirit day photos. Can active students be entered to win a gift card to their favorite restaurant? Can you name a Wish Week King or Queen based on participation?
- Consider livestreaming on social media or Tiltify during your Virtual Wish Week!
- Follow your local Make-A-Wish chapter on social media and share inspirational posts, pictures, and videos on your school accounts. Be sure to include your school's online fundraising link when you post!



FUNDRAISING IDEAS (CONT.)

FRIENDLY COMPETITION



Everyone loves a challenge, so why not engage in a bit of friendly competition for the sake of a good cause?! See which classroom or grade level can raise the most online using Wish Your Way or challenge different groups to plan their own fundraisers. Offer fun incentives for the best ideas, top fundraisers, etc. Another competitive idea is to have supporters vote for something—like which teachers will get pied in the face or do silly stunts—by making donations.

PICTURE THIS



Plan a photo contest and invite everyone to get in on the action! The theme is up to you...think cute baby photos, pet photos, spirit day photos, embarrassing photos, or something else. Supporters can “vote” for their favorite photos by making donations and you can even turn this idea into a bracket tournament with top photos advancing through each round.

'THONS



Host a virtual danceathon, walkathon, bikeathon, readathon or any other type of 'thon you can think of! Participants can fulfill the requirements safely at home or around their neighborhood. All participants encourage their friends and family to make general donations online and/or pledges for each minute they dance, lap they walk or run, minute they read, etc.

SELL IT



Sales fundraisers are a “win-win” for everyone! You can create your own or choose from some of these ideas: garage sale, 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). Supporters can pay by making donations online and you can offer contactless pickup for items if needed!

PRO TIPS

- Restaurant 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/ take-out nights that you can promote within your community.
- Up the ante by adding fun incentives to help motivate everyone on the way to your fundraising goal. Need ideas? Your Make-A-Wish staff partner can help!
- Selling t-shirts? If possible, try to get supplies and print services donated (or at a discount). Take orders/ collect funds in advance to help cover costs. Another option would be to use a service like customink.com, a “one-stop shop” for t-shirt sale fundraisers.
- Invite other schools in your district to help make wishes come true! They can help promote your Wish Your Way page, participate in Virtual Wish Week, and/or host fundraisers of their own.



FUNDRAISING IDEAS (CONT.)

FUN NIGHT

Hold a drive-in movie night, craft night, online trivia or family game night, or another type of “fun night.” Raise funds by charging an admission fee, selling concessions (if you’re having a socially-distanced in-person event), and encouraging general donations. To raise even more, consider incorporating raffles or an auction. Raffle/auction items can include things like yearbooks, prime parking spots, student art, gift cards, etc. Let the fun begin!

GET SPORTY

It’s time to take it to the virtual court! Coordinate a gaming, eSports, or workout tournament or event. Raise funds via registration fees, donations, special contests, etc. The game/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. May the best virtual team win!

PUT ON A SHOW

Lights, camera, action! Livestream a talent show, fashion show, comedy show, concert – anything goes. Participants can also send in video submissions if needed. Add fun twists by incorporating teachers/administrators into the show and raise funds through donations that count as votes, general donations, special contests, etc. It’s showtime!

TILTIFY 101

- Tiltify is a charity streaming platform that can be used to collect donations online.
- The platform has unique features like rewards, milestones, and polls to help engage supporters and boost fundraising.
- Check out wish.org/streamFTWtoolkit to learn more about Tiltify.
- Be sure to select “Make-A-Wish” as the charity and your local chapter as the region when creating a Tiltify fundraiser.
- Please let us know if you are planning to use Tiltify. Not sure if Tiltify is right for your fundraiser? Need support setting up your page? Your Make-A-Wish staff partner can help!



FEATURED SCHOOL:

When Arapahoe High School in CO learned they would need to adjust their annual Wish Week plans due to COVID-19, they got right to work planning an epic Virtual Wish Week! They held a contactless pickup for Wish Week t-shirts and created fun challenges to boost online fundraising. Teachers stepped up to shave their beards, get pried in the face, and even perform a throwback rap song on Instagram! The result? Over \$23,000 raised to help make wishes come true!



SPIRIT DAY IDEAS

America Day
Animal Day
Beach Day
Board Game Day
Camo Day
Candy Day
Cartoon Day
Celebrity Day
Character Day
Circus Day
Crazy Hair Day
Crazy Weather Day
Decade Day
Duo Day
Facial Hair Day
Farmer Day
Flannel Day
Formal Day
Future Day
Hat Day
Holiday Day
Inside Out Day
Jersey Day
Medieval Day
Meme Day
Movie Day
Music Genre Day
Pattern Day
Neon Day
Out of This World Day

Pajama Day
Scrabble Day
Senior Citizen Day
Squad Day
Stay Afloat Day
Stoplight Day
Superhero Day
Tacky Day
Teacher Lookalike Day
Throwback Day
Tie-Dye Day
Tourist Day
Trend Day
Twin Day
Under the Sea Day
Villain Day
Vs. Days
Western Day
Whiteout/Blackout Day
Zombie Day





INCENTIVE IDEAS

These can be given to top individuals, groups, or the entire school for reaching a certain fundraising goal or as giveaway items!

- Blindfolded teacher makeover
- Call a teacher by his/her first name
- Class pizza party
- Choose music to listen to during class
- Choose outfit for a teacher/principal
- Dance-off
- Day off school
- Decide school lunch menu for the week
- Double-length lunch
- Duct tape teacher/principal to the wall
- Dye a teacher's hair
- Early release to lunch
- Early release from school
- Extended recess or lunch
- Extra day to turn in assignment
- Faculty Fear Factor
- Free tickets to prom or sporting events
- Free yearbook
- Front row parking
- Give a teacher a reverse mohawk
- Homework pass
- Kiss a pig or a llama
- Late start
- Lunch with the principal
- Mascot vs. principal arm wrestle challenge
- Morning announcement cameo

- Newspaper feature
- Off-campus lunch
- Outdoor classroom
- Pick a song for the principal to sing
- Pie a teacher in the face
- Principal for a day
- Ride to school/prom in firetruck
- Shave a teacher's head
- Slime a teacher
- Stick the moustache on the teacher
- Synchronized dance routine by faculty
- Test points
- Throw wet sponges at a teacher
- Wax a teacher's legs
- Wish Week King & Queen
- Yearbook recognition





MARKETING TIPS

Now that you've planned an amazing fundraiser, it's time to spread the word! Use the tips and sample messages below to help you get started.

- ★ Create QR codes using the link to your Wish Your Way page and add it to posters, flyers, etc. to make donating easy.
- ★ Use a URL shortener like Bitly to create a custom short link to your online fundraising page.
- ★ Add the online fundraising link to your school/group website.
- ★ Send the link out via text, email, and social media.
- ★ Use the "stories" features on social media to highlight your efforts and encourage followers to donate.
- ★ Add the online fundraising link to your social media bio section.
- ★ Posting a "story" or going "live"? Be sure to include text with your online fundraising link or "pin" the link during live broadcasts.

SAMPLE SOCIAL MEDIA POSTS



Kick-off Post Example:

(School/Group Name) is granting wishes! Share this post or donate today to help make life-changing wishes come true for local kids with critical illnesses. Every share and every dollar helps! (add online fundraising link)

Mid-way Reminder Post Example:

Wishes are waiting! You can support Make-A-Wish Arizona and help us grant wishes by sharing this post or donating today! (add online fundraising link)

Last-call Post Example:

There's still time to support our fundraising efforts for Make-A-Wish Arizona. Share this post or donate today to help us grant wishes! (add online fundraising link)