

Wishmakers On Campus Fundraising Packet

Mission:

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

The Beginning of Make-A-Wish:

In 1980, seven-year-old Chris Greicius had one wish - to be a police officer. Chris was battling leukemia and his prognosis was not good. Chris was sworn in as the first and only honorary officer in Arizona history, presented with an official badge and given a helicopter tour of Phoenix by his fellow officers. But it wasn't just that he got to be a police officer. Chris' wish gave him back what the illness had taken away: hope, strength and joy.

Chris' dream served as the inspiration for the largest wish-granting organization in the world. Now, Make-A-Wish continues to improve the quality of life for thousands of children with life-threatening illnesses around the world each year.

About Make-A-Wish Massachusetts and Rhode Island:

Since 1987, the Foundation has served over 7,000 children in Massachusetts and over 1,000 children in Rhode Island. Our vision is to grant wishes for *every* medically eligible child annually. According to information from the Centers for Disease Control and Prevention, over 500 Massachusetts children and 80 Rhode Island are newly diagnosed with life-threatening medical conditions every year.

The Massachusetts and Rhode Island communities support their wish children independently. The funds donated to the our organzaiton will help to grant wishes for children residing in the state in which they were raised. Over 77 percent of every dollar donated is directed to granting wishes.

About Wishmakers on Campus®:

The Wishmakers on Campus program is a fundraising program designed for college organizations such as student governments, athletic teams, and Greek organizations interested in helping to grant the wishes of children with life-threatening medical conditions.

This is an enriching opportunity to help provide joy to children who are seriously ill and eligible for a wish. By enrolling in the Wishmakers on Campus program, you can partner with the Make-A-Wish Massachusetts and Rhode Island and coordinate fundraisers at your school to help support wishes. This packet includes some fundraising ideas and objectives to get you started in the planning process. We welcome and encourage your own creative touches and project ideas.

Through the program, your group can:

- Increase awareness of our organizations mission;
- Foster the value of community service;
- Have fun and create school spirit;
- Experience the joy of helping a child;
- Empower students to be actively involved in helping to grant wishes;
- Provide partnership opportunities between students, school and community!

Frequently Asked Questions



How much money goes directly to granting wishes?

Over 77% of every dollar spent goes directly to children's wishes.

How does Make-A-Wish grant wishes?

Before the wish-granting process can begin, a child must first be referred to our organization for a wish. Referrals are made by the child's physician, parents or legal guardian, social worker or other health care professional, or the child himself/herself. The child must be between the ages of 2 ½ and 18 years, have a life-threatening medical condition and must have not received a wish from another wish granting organization. Once a child is referred for a wish, we send our Medical Eligibility Form to the child's treating physician. The physician must confirm the child's eligibility and submit the completed form to the Foundation before the Wish-Granting Process can begin. Then, a team of two specially trained volunteers visits the child to determine his or her wish.

Once a child has declared his/her/their wish, our Staff and Volunteers begin planning the wish to ensure a carefree and magical experience for the child and family. From beginning to end, the wish-granting process gives a child so much that illness has taken away: the power of choice; anticipation and optimism; and the chance to "just be a kid" again.

What do children wish for?

The wishes our children choose are as diverse and creative as the children themselves. Most wishes fall into four categories: "I wish to go...", "I wish to meet...", "I wish to be...", or "I wish to have...." Our children have wished to visit Disney World or the Caribbean, to meet a favorite hero like Tom Brady, to be a dolphin trainer for a day, or to receive a bedroom makeover or tree house!

What is the average cost of a wish?

The average cost of fulfilling a wish is \$10,000. Make-A-Wish Massachusetts and Rhode Island is a registered 501(c)(3) nonprofit organization that raises all funds from individuals, corporations and foundations, and through fundraising events.

Can we sponsor a wish?

If you raise \$10,000 or more, your group will have the opportunity to sponsor a child's wish.

How to Get Started

7 Easy Steps to Plan Your Fundraising Event

Step 1: Organize in advance

- Recruit a project coordinator and/or volunteer committee to plan and implement each fundraising effort.

Step 2: Evaluate your resources

- How many people will you need for each project or event?
- What facilities are necessary?
- What resources are available?
- What type of activities appeal to your university's student population?
- Are there promotional opportunities?
- Based on your resources, choose and set a goal.



Step 3: Schedule and location

- Select the date(s), time(s), and place(s).
- Decide when the fundraising event(s) will start and end (i.e. a week, a semester).

Step 4: Enroll and submit the special event proposal form

- Complete the special event proposal form and return to the Make-A-Wish Massachusetts and Rhode Island.

Step 5: Prepare for and promote the event

- Communicate the planned schedule of activities to your student body/participants.
- Deliver a presentation to share your support of the Foundation.
- Announce your fundraising event over the school's public address system.
- Display posters in high traffic areas.
- Promote the fundraising event in the student newspaper, website, facebook, etc.

Step 6: Enjoy the Event!

Step 7: Follow-up after each event

- Thank all sponsors and participants.
- You may choose to ask a Make-A-Wish representative to accept the donation during a presentation or send a check for the entire donation to the Foundation as soon as possible.

Fundraising Ideas



<u>Survivor</u>	Plan a series of challenges for a day and the last person standing wins.		
<u>Game Shows</u>	Set up a mock game show based on any show on television, such as <i>Jeopardy</i> , <i>Who Wants to be a Millionaire</i> , or <i>The Price is Right</i> . Students can play for a fee and charge admission for others to watch. Ask local businesses to donate prizes for the winners.		
<u>American Idol</u>	Invite students to show their skills! Make the contest for singers only or divide into groups so musicians can participate too. Sell desserts and beverages.		
<u>Scavenger Hunt</u>	Coordinate a scavenger hunt and charge students a small fee to participate. Consider off-campus locations too, like mall, parks, etc.		
<u>Bachelor/ Bachelorette Auction</u>	Ask students to volunteer to be “auctioned” for a day to the highest bidder. Ask local businesses to donate prizes such as dinner certificates, movie passes, flowers, etc.		
<u>Dance Marathon</u>	Reserve your school’s athletic center and ask a local DJ to donate their services. Have students obtain pledges from relatives and friends. Give each hour a theme, run dance contests, and give prizes to best dancer, best costume, etc. Set a time limit and dance the night away!		
<u>Concert</u>	Host a concert on campus (indoors or outdoors), or contact a local restaurant or bar that will donate the cover charge.		
<u>Talent Show</u>	Sell tickets in the community and university for a talent show held on campus. Students and/or professors perform to show off their talents.		
<u>Finals Survival Kit</u>	Sell kits to students during finals week that include late-night snacks, pencils, stress balls, energy drinks, and other must-have-to-pass items.		
<u>Eating Contest</u>	From pies to hot dogs to doughnuts to chicken wings - the possibilities are endless! Talk to local businesses about donating food items and prizes.		
<u>Song Request-A- Thon</u>	Great for college radio stations! Designate a few days when people can drop by the station and request and designate a song for a set donation.		
<u>Formals/Mixers/ Themed Parties</u>	Charge each person admission for any theme you choose!		
End of Semester I Survived Finals Valentine’s Day Cinco de Mayo	St. Patrick’s Day Movie Premiere Holidays Homecoming	Graduation Mardi Gras Halloween I Love The ... ‘80s, ‘90s...	Pajama Party Greek Week Spring Break Midterms/Finals
<u>Sporting Event</u>	Have each team pledge to raise a certain amount!		
Powderpuff Football Softball Tournament Foursquare Tournament Volleyball Tournament	Walk-A-Thon Flag Football Hockey (Ice or Roller) Soccer Game	5K Run/Walk/Bike Home Run Derby Dance Competition Swim Laps for Wishes	Half-Court Shootout Free Throw Competition Basketball Game Tennis Tournament

Special Event Proposal Form

School: _____

Group Name: _____

Address: _____

City: _____ Zip: _____

Contact Name: _____

Contact Phone: _____ Email: _____

Description of
Fundraiser: _____

Date, Time and Location of
Fundraiser: _____

Estimated Number of
Participants: _____

Estimated Cost for
Fundraiser: _____

Estimated Donation to Make-A-
Wish: _____

What, if any, resources do you request from Make-A-Wish? _____

How did you hear about the Wishmakers on Campus Program? _____

We have read and agree to follow the attached Wishmakers on Campus® Fundraising Rules.

PROPOSED BY:

APPROVED BY:

Signature

Signature

Name of School Representative

Name of Make-A-Wish Massachusetts and Rhode
Island Representative

Date: _____

Date: _____

Please e-mail/mail/fax the attached, completed form to:

Make-A-Wish Massachusetts and Rhode Island
Attn: Hillary Muntz, Special Events Coordinator
133 Federal Street, 2nd Floor, Boston, MA 02114
Fax: 617-367-1059 • E-mail: hmuntz@massri.wish.org

Fundraising Guidelines

Please honor the following when fundraising on behalf of the Make-A-Wish:

1. We do not allow door-to-door or telephone solicitation.
2. Please use care when using the Make-A-Wish name and logo. Note that “Make-A-Wish” is spelled with a capital “A” with hyphens. Also, please do not alter our logo or name by customizing it to your specific event. The first reference to “**Make-A-Wish® Massachusetts and Rhode Island**” or “**Make-A-Wish®**”, must include the ® symbol. Your cooperation and attention to proper use of our Foundation name helps us to protect our brand.
3. Please complete the attached projected budget before the event and the final budget at the conclusion of the event. Please keep careful track of the money you raise.
4. Before distributing any promotional materials or press releases, each item must be reviewed and approved by **Make-A-Wish Massachusetts and Rhode Island**.

If you would like more information about the Foundation, or if you would like collateral materials to distribute at your fundraiser, please contact Alexandra Van Strien at avanstrien@massri.wish.org.

Language Guidelines

When referencing the Foundation:

Please refrain from using the terms “terminally ill”, “dying”, or “last wish” when referring to our children. The proper reference is “children with life-threatening medical conditions.” We are always careful to use the appropriate language when representing the children and families we serve.

We encourage the use of positive words when describing the Make-A-Wish mission and the children we serve because a wish provides an uplifting respite for the child and family, and joy to everyone involved in the experience.

When advertising your fundraiser(s):

The Better Business Bureau has established guidelines as to how you must indicate your fundraiser is benefiting the Make-A-Wish Foundation. Please refer to the following chart:

What is going to Make-A-Wish	The language to use
If all the money collected is going to Make-A-Wish ...	“All proceeds benefit Make-A-Wish® Massachusetts and Rhode Island.”
If all the money minus your expenses on the event is going to Make-A-Wish ...	“Net proceeds to benefit Make-A-Wish® Massachusetts and Rhode Island.”
If a specific dollar amount in the purchase of a product is going to the Make-A-Wish you must state the dollar amount...	Example: “For every cake we sell on Sunday, \$10 will go to Make-A-Wish® Massachusetts and Rhode Island.”
If a percentage of the proceeds are going to benefit the Make-A-Wish, you must state the percentage...	Example: “25 percent of the proceeds to benefit Make-A-Wish® Massachusetts and Rhode Island.”

Promoting your fundraising event will help to increase exposure and ensure its success. The following steps 1-4 are provided to assist you with promoting your fundraiser. **Before distributing any promotional materials or press releases, each item must be reviewed and approved by Make-A-Wish Massachusetts and Rhode Island.**

Step 1: Know your audience

- Who do you want attending this event?
- Are you reaching out to the campus or others in the community as well?
- Are the people you are contacting strangers?

The answers to these questions will help you to determine the images and text needed in promoting the event, as well as where to promote it.

Step 2: Include the following information in all publicity:

- Make-A-Wish Massachusetts and Rhode Island is the benefactor of the event.
- Contact information for more details (address, phone number, or campus web site, or Make-A-Wish Massachusetts and Rhode Island's website www.massri.wish.org).
- The actual or anticipated portion of sales, admissions, or proceeds that will benefit Make-A-Wish or that is tax deductible (i.e. Make-A-Wish Massachusetts and Rhode Island will receive 100% of the proceeds).

Step 3: Choose the best types of publicity for your audience:

- Mail, Flyers, and/or Posters
- Newspaper (Press Releases/Media Alerts- Local and Regional)
- Radio (Campus radio or Public Service Announcements)

Step 4: Tips for successful publicity:

- Be as brief as possible, but include all important information (Who, What, Where, When, Why, and How).
- Use quotes when possible. If you can quote a prominent community leader making positive remarks about your event, then you can show support of your work.
- Address the release envelope to a specific person, by name. Most Make-A-Wish Foundation releases go to the city editor of a newspaper or the assignment editor of a radio or TV station.
- Send the release to newspaper editors and radio/television assignment editor at the same time and be sure it's sent early enough (at least 2-3 weeks) to ensure maximum coverage. Make sure the press release puts your best foot forward.
- Thank the reporter after you get good coverage. A follow-up telephone call or note will be remembered.

