

# TOOLKIT

## WISHMAKERS ON CAMPUS®

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**Make-A-Wish®**  
MICHIGAN



*I wish to be a  
member of the  
SWAT team*

**Raiden, 7**  
cancer



*I wish to make  
a music video*

**Isabel, 10**  
cancer

# MAKE-A-WISH® OVERVIEW

## How Make-A-Wish® Started

In 1980, Chris Greicius, a 7-year-old Phoenix boy diagnosed with leukemia, wanted to be a police officer. Law enforcement officers heard about Chris' wish and responded to the call. A police helicopter flew him to Arizona Department of Public Safety headquarters for a tour. Chris experienced the thrill of riding in a patrol car and was named the first-ever honorary state patrolman in Arizona history.

The law enforcement community also presented him a custom-tailored uniform, motorcycle helmet, campaign hat and motorcycle wings he earned on his own battery-powered bike.



## Make a Difference

This year, Make-A-Wish Michigan is working to fulfill the wishes of more than 400 children battling critical illnesses. Wishes give these kids something to look forward to, the joy of being a kid again and hope and strength for the future.

### Qualifications for a Wish

Any child over the age of 2 ½ and under the age of 18, diagnosed with a critical illness, may qualify for a wish regardless of the family's race, gender, creed, socio-economic or cultural background.

### Types of Wishes

The wish requests Make-A-Wish receives are as unique as the children who make them.

The majority of wishes fall into four categories:

[I wish to go ...](#) [I wish to be ...](#) [I wish to meet...](#)

[I wish to have ...](#)

### Wish Impact

A wish come true helps children feel stronger, more energetic and more willing to battle their critical illnesses. For many, it marks a turning point in their fight against their illnesses.

- **97 percent** of parents said the wish experience strengthened their families.

- **99 percent** of parents reported that the wish experience gave their children increased feelings of happiness.
- **75 percent** of parents observed that the wish experience increased wish kids' physical health and strength.
- **74 percent** of parents saw the wish experience as a positive turning point in the wish kids' battle against their illnesses.

\* Make-A-Wish Foundation of America. "Wish Impact Study Results - Initial Phases: Jan - Dec 2010." March 2011

### Power of the Brand

Make-A-Wish has been recognized in the following ways:

- Rated in the top percent of all commercial American brands for quality\*
- Rated in the top 5 percent of all commercial American brands for its emotional connection to consumers\*
- Rated top 5 in program quality, likelihood to recommend, brand energy and positive feelings\*
- 60 "strongest and most trusted" brands - American Brands Council
- BBB Accredited Charity

\* 2012 Harris/EquiTrend® study, U.S.



# WISHMAKERS ON CAMPUS OVERVIEW

## The “W’s” of Wishmakers on Campus Planning

### Who?

YOU! College students around the country are engaging friends and their communities by hosting successful Wishmakers on Campus fundraisers at their schools. An individual, group of students or small steering committee can start Wishmakers on Campus. We trust you to bring faculty in the loop for permission and help, as needed.

### What?

Wishmakers on Campus events are an opportunity for fundraising, comprised of different kinds of events or activities in support of Make-A-Wish Michigan.

Successful Wishmakers on Campus fundraisers include:

- **Wish Star Sales** – Make-A-Wish Michigan will provide the stars. Sell them to students for \$1 per star and hang them in a central location on campus.
- **Restaurant Nights** – Work with a local restaurant and ask that they give a portion of proceeds from that night toward your fundraiser. Advertise to students at your school and around campus.
- **Sporting Event or Tournament** – Hold a basketball tournament or powderpuff game and charge students admission to watch the competition.
- **Create an Online Fundraising Page** – Create a fundraising page through [Michigan.wish.org](http://Michigan.wish.org) for your friends and family to donate online.
- **Holiday Themed Candy-Grams** – For a \$1 donation or more, students purchase a small candy bar/item and write a message to a friend.
- **Finals Survival Kits** – Work with your campus bookstore and local office supply chains and put together care packages to sell during finals week. Kits can contain items such as pencils, highlighters, notecards, snacks and coffee coupons.
- **Penny Wars** – Who doesn't have spare change in their dorm room? Go around collecting loose change and see which dorm can win the war. Pennies are “positive points” and students are encouraged to put silver coins in other jars as “negative points” that get subtracted from the other groups' total count.
- **“A-thon”** – Gather students and hold a marathon event to raise money for Michigan wish kids. Ex: Dance-A-Thon, Bowl-A-Thon, Etc.
- **Food Sales** – Sell food in a central location at your school.

### Where?

Wishmakers on Campus fundraisers are usually held on campus, but they can also take place at a local venue or restaurant.

### When?

Fundraisers can happen anytime, although they often culminate around an already existing event such as homecoming, parent's weekend, or rivalry week. Find a time that will get the most involvement from your school. If you want your fundraisers to become an annual event, consider timing carefully. It's good to keep events around the same time each year so the community and students will expect it and get excited.

### Why?

Wishmakers on Campus fundraisers enable you to help make wishes come true for Michigan kids with critical illnesses. In addition to helping grant wishes, students can expect to walk away with:




- Leadership experience
- Community service
- Money management skills
- School spirit
- Teamwork opportunities
- Entrepreneurship



*Chi Omega planned their very own fundraiser and raised more than \$25,000 toward granting wishes for wish kids!*

# CHECKLIST

## Steps To Success

- ☐ **Read the Toolkit** – Take a moment to read through this toolkit. We provide all the information needed to be successful and give an idea of what to expect from the program.
- ☐ **Submit the Proposal Form** – Completed forms can be emailed to Hannah Bentley at [hbentley@michigan.wish.org](mailto:hbentley@michigan.wish.org). In return Hannah will follow up and answer any questions.
- ☐ **Plan your Fundraiser Activities** – Choose from the list of activities on page 3 of this toolkit or come up with your own ideas for your school! Recruit people to help and distribute important tasks. Consider these questions to think through the details of your fundraiser(s):
  - What resources and facilities will you need for your fundraiser(s)?
  - What might you be able to get donated?
  - How many people will you need to run your fundraiser(s) effectively and what faculty assistance will you need?
  - What opportunities are available to promote your fundraiser(s) within your school, group, and/or community?
  - Where and when will your fundraiser(s) take place?
  - What assistance will you need from Make-A-Wish to help make your fundraiser(s) a success?
- ☐ **Promote the Event(s)** – Balance time between planning logistics and spreading the word.
  - Create fliers and other promotional materials.
  - Schedule a school-wide announcement or assembly.
  - Promote the event throughout the school. Remember - a personal ask is always most effective, so ask friends and family to get involved and ask them to ask their friends and family to participate.
- ☐ **Utilize Social Media to get the Word Out** – For more information about Make-A-Wish Michigan and its social channels please email [hbentley@michigan.wish.org](mailto:hbentley@michigan.wish.org). Make sure to tag Make-A-Wish Michigan on your social media posts during your fundraiser with #WishmakersOnCampus !  
 [facebook.com/makeawishmi](https://facebook.com/makeawishmi)       [@makeawishmichigan](https://www.instagram.com/makeawishmichigan)       [@makeawishmi](https://twitter.com/makeawishmi)
- ☐ **Host an Amazing Event** – The hard work has paid off and event day is here. Enjoy! These tips will help ensure things run smoothly:
  - For large activities, utilize volunteers to spread the workload.
  - Photograph the festivities. Photos may 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.
- ☐ **Post-Event Wrap Up** – Just a few more things to do...
  - Complete the Wrap-Up form and return it to the Make-A-Wish Michigan office, with all funds collected, within 30 days of the completion of your event.
  - Please follow the guidelines included in this toolkit for proper brand standards when publicizing the fundraising results in your school newspaper, community newspaper, on social media sites, etc. Consult Make-A-Wish Michigan before publication of any documents, promotional materials or materials.
  - Send thank you notes to donors and volunteers.





## Your Make-A-Wish Support Team

Make-A-Wish Michigan is so excited to partner with you to ensure that your fundraising experience is rewarding! The Make-A-Wish staff is here to help throughout your planning! Below is an example of some of the support and resources available:

- Fundraising project ideas and tools for all ages.
- A personal website created from which you can request and collect donations from friends and family members or event supporters.
- Publicity tools and support, including an event posting on Make-A-Wish's local website, Make-A-Wish videos and wish stories to share.
- Make-A-Wish stars provided at no charge to sell for donation.
- Make-A-Wish products for purchase (visit [www.makeawishmarketplace.com](http://www.makeawishmarketplace.com) to order products online)
- A Make-A-Wish speaker to talk about the organization and wish granting.

If you have questions regarding the Wishmakers on Campus or a project idea, please contact:

**Hannah Bentley**  
Development Coordinator  
[hbentley@michigan.wish.org](mailto:hbentley@michigan.wish.org)  
810-522-6540

**Make-A-Wish Michigan**  
7600 Grand River Ave., Suite 175  
Brighton, MI 48114  
[www.michigan.wish.org](http://www.michigan.wish.org)

# FUNDRAISING FORM

The goal of the Wishmakers on Campus program is to empower college students to make a difference in the lives of Michigan wish kids. Tell Make-A-Wish Michigan about your fundraising idea/activity by completing and submitting the form below to Hannah Bentley at [hbentley@michigan.wish.org](mailto:hbentley@michigan.wish.org). Thank you for your support of Make-A-Wish Michigan!

Please note this form may only be submitted by: teachers or school administrators, leaders of community youth groups, parents or children age 13 and older.

School: \_\_\_\_\_ Group Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip code: \_\_\_\_\_

Student Contact: \_\_\_\_\_

Email: \_\_\_\_\_ Student cell phone: \_\_\_\_\_

Please briefly describe the event: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Date, time and location(s) of event: \_\_\_\_\_

Estimated # of participants: \_\_\_\_\_ Estimated donation: \_\_\_\_\_

Estimated date donation will be received: \_\_\_\_\_ Estimated cost for fundraiser : \_\_\_\_\_

What resources, if any, do you need from Make-A-Wish: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Will you be working with any other groups on campus to support your fundraising efforts? Please list them here:

\_\_\_\_\_  
How did you hear about the Wishmakers on Campus program? \_\_\_\_\_

Please remember, if you are going to use the term Wishmakers on Campus,  
all proceeds must be donated to Make-A-Wish.

Make-A-Wish®

# WISHMAKERS ON CAMPUS®

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**We have read and agree to follow the below Wishmakers on Campus fundraising rules.**

- Make-A-Wish does not allow door-to-door or telephone solicitations.
- In order to help protect the Make-A-Wish brand, please be careful when using the Make-A-Wish name and logo. For example, remember that “Make-A-Wish” is spelled with a capital “A” and with hyphens (not “Make a Wish”). Please also note that our swirl and star logo may not be altered in any way (i.e. do not change the logo to read “Make-A-Cake” or “Bake-A-Wish” if your school is conducting a cake walk or bake sale).
- Make-A-Wish’s mission is to create life-changing wishes for children with critical illnesses. Please do not refer to the children as “terminally ill” or “dying” as these labels can instill a sense of defeat. Many wish children are able to beat their illnesses, and we believe in the importance of keeping a positive mindset.
- Please keep careful track of money you raise and send funds directly to **Make-A-Wish Michigan, 7600 Grand River Ave., Suite 175, Brighton, MI 48114**, within one month of your fundraiser. Please include your school name or organization in the memo line so the donation can be credited to you.
- If you are going to advertise your fundraising event outside of your university or contact local businesses for sponsorships, it is important that you coordinate this in advance with the Make-A-Wish Michigan office. This will help to ensure we are not duplicating solicitation efforts.

### **When in doubt – reach out!**

Make-A-Wish Michigan is here to help! **If you plan to use the Wishmakers on Campus or Make-A-Wish logo in any public facing documents, please send associated material to Hannah Bentley at [hbentley@michigan.wish.org](mailto:hbentley@michigan.wish.org) for approval or call for permission at (810) 522-6540.**

PROPOSED BY:

\_\_\_\_\_  
Name of Student/Contact

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date:

APPROVED BY:

\_\_\_\_\_  
Make-A-Wish Staff

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date:

# Wrap-Up Form

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

Fundraiser Name: \_\_\_\_\_ Date Held: \_\_\_\_\_

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.):

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**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?

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Would you like to participate in Wishmakers on Campus next year? **Y** **N** If no, why not?

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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:

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## SEND IN CHECK AND FORM

Within 30 days of your fundraiser, please mail this sheet and the funds to:

**Make-A-Wish Michigan**  
**ATTN: Hannah Bentley**  
**7600 Grand River Ave., Suite 175**  
**Brighton, MI 48114**

Or to arrange a drop off at the chapter, contact: Hannah Bentley at [hbentley@michigan.wish.org](mailto:hbentley@michigan.wish.org)

*Please do not mail cash.*