

*I wish to have a  
white fluffy puppy*

**Jade, 7**  
genetic disorder



# VIRTUAL FUNDRAISING TOOLKIT



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# WELCOME

Thank you for your interest in Kids For Wish Kids® – we're so glad you're here! This virtual fundraising toolkit includes all kinds of ideas to help you plan and promote your virtual efforts to support Make-A-Wish®. Whether your school is learning remotely or holding classes in-person, there are many ways your community can come together this year to help make life-changing wishes come true for kids with critical illnesses.

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 Jessica Quijada from Make-A-Wish Alaska and Washington at [jquijada@akwa.wish.org](mailto:jquijada@akwa.wish.org). We're excited to speak with you soon!

## COVID-19 IMPACT

Right now, more children are waiting for their wishes than ever before because of the pandemic. They may be struggling with sadness, isolation, and new health concerns, but you can give them hope.

There are many kinds of wishes—like wishes to have a computer, a puppy, or a swing set—that can be safely granted right now to bring hope and joy to kids who need it most. And, although some wishes have been postponed, we are preparing now to grant every waiting wish. Your support will help make sure we can keep granting every possible wish that is safe to complete right now and that no child will have to wait even one extra day once it is safe to grant their wish. Thank you so much!

## ABOUT MAKE-A-WISH

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. Headquartered in Phoenix, Make-A-Wish is the world's leading children's wish-granting organization, serving children in every community in the U.S. through 60 chapters nationwide. Together, generous donors, supporters, staff and more than 34,000 volunteers across the country help us grant thousands of wishes each year. Since 1980, Make-A-Wish has granted more than 330,000 wishes to children in the U.S. and its territories; more than 15,800 in 2019. For more information about Make-A-Wish, visit [wish.org](http://wish.org).

*I wish to be a  
San Diego Padre*

**Levi, 5**  
congenital heart disease





# 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 the local Make-A-Wish chapter 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](https://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. Additional post-campaign guidance is provided on page 11.*





# 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 the list below highlights the support and resources that may be available:

- Fundraising project ideas and tools for all ages
- Virtual brainstorming meetings
- A personalized fundraising website for your school/group via our Wish Your Way platform ([wishyourway.org](http://wishyourway.org))
- Publicity tools and support, including videos and wish stories to share
- Make-A-Wish products for purchase (visit [makeawishmarketplace.com](http://makeawishmarketplace.com) to order products online)
- A Make-A-Wish speaker to speak with your students/group virtually about the organization and wish granting

If you have any questions regarding the Kids For Wish Kids program or a project idea, please contact: Jessica Quijada, Senior Events Coordinator at [jquijada@akwa.wish.org](mailto:jquijada@akwa.wish.org) or 206.588.8959.

## LET'S STAY IN TOUCH!

### OFFICE ADDRESS

Make-A-Wish Alaska and Washington  
811 First Ave, #620  
Seattle, WA 98104

Phone: 206.588.8959  
Email: [jquijada@akwa.wish.org](mailto:jquijada@akwa.wish.org)  
Website: [wish.org/akwa](http://wish.org/akwa)

### FOLLOW US

Facebook: [/makeawishakwa](https://www.facebook.com/makeawishakwa)  
Instagram: [@makeawishakwa](https://www.instagram.com/makeawishakwa)  
Twitter: [@makeawishakwa](https://twitter.com/makeawishakwa)  
YouTube: [/makeawishakwa](https://www.youtube.com/makeawishakwa)





# 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](https://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 [welcome.streamftw.org](https://welcome.streamftw.org). Be sure to let your Make-A-Wish staff partner know your plans so they can provide support, too!

## 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 10** 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 or eSports tournament or event and 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 [welcome.streamftw.org](https://welcome.streamftw.org) 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 in advance 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 pied in the face, and even perform a throwback rap song on Instagram! The result? Over \$23,000 raised to help make wishes come true!





# 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. You can also find guidelines for using the Make-A-Wish name and logo on page 13.

- ★ 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 (Insert Chapter Name) 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 (Insert Chapter Name). Share this post or donate today to help us grant wishes! (add online fundraising link)



# MEET DEONNA

"I love music—and hearing and producing music," Deonna said. "When I grow up, I want to be a music producer [and] write my own songs."

Deonna's wish for an electric guitar came at a crucial time. During quarantine, Deonna was afraid to go outside, and, combined with her health condition, she felt extra isolated. When her new instrument arrived on her doorstep, a light of hope and joy instantly returned to Deonna's eyes. She hasn't put down her guitar ever since.

Thanks to the caring Make-A-Wish community, Deonna says that she knows her wish is a steppingstone to something greater in the future.

## WISH IMPACT

Every 20 minutes, a child is diagnosed with a critical illness. Every one of these kids needs a wish to help give them strength and joy.

Research shows that wishes can help children feel stronger, more energetic and more willing and able to battle their critical illnesses. For many, it marks a turning point in their fight against their illnesses.

When a wish is granted, a child replaces:

- fear with confidence
- sadness with joy
- anxiety with hope

*Thanks to your support, together,  
we are creating life-changing wishes  
for children with critical illnesses.*



*I wish to have a  
blue electric guitar*

Deonna, 12  
brain tumor



# FREQUENTLY ASKED QUESTIONS

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

Typically, 76% 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.

## MAY WE OPEN A BANK ACCOUNT TO CASH CHECKS MADE PAYABLE TO THE 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:

**Make-A-Wish Alaska and Washington**  
811 First Ave, #620  
Seattle, WA 98104

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?

Most of the donations for your fundraiser will come directly to Make-A-Wish via the Wish Your Way website. However, if you receive any cash/check contributions, they should be given to pre-designated individuals from your school or organization. These designated individuals should secure and monitor the cash/checks in a safe or locked box.

After your fundraiser, check donations should be mailed directly to Make-A-Wish. The total campaign cash donations should be combined 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 deposit cash/coins and send the funds to your local Make-A-Wish office in the form of a check. Net proceeds from your fundraiser 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, WalMart, Target, Ford, etc.—the Make-A-Wish 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® 293 Blue
- Contact Make-A-Wish 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:

Jessica Quijada, Senior Events Coordinator, [jquijada@akwa.wish.org](mailto:jquijada@akwa.wish.org).

**THANK YOU FOR HELPING TO MAKE WISHES COME TRUE!**

