

# Special Event Manual



Thank you for your interest in helping us reach our goal of granting every eligible child's wish in the Orange County and Inland Empire area!

This packet is your one stop shop to having a successful fundraising event. The enclosed agreement and budget must be approved by Make-A-Wish® Orange County and the Inland Empire before you can begin to use our name or raise money on our behalf.

3230 El Camino Real, Suite 100  
Irvine, CA 92602  
714-573-WISH (9474)

1650 Spruce Street, Suite 100  
Riverside, CA 92507  
951-321-0179

[www.ocie.wish.org](http://www.ocie.wish.org)

Thank you for helping  
*share the power of a wish®!*

*I wish to be a  
superhero*

Michael, 6  
neuroblastoma

# Make-A-Wish Overview

## **Mission Statement:**

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

## **Purpose:**

The purpose of Make-A-Wish is to grant the wish of each child between the ages of 2 ½ and 18 who has a critical illness, i.e., a progressive, degenerative or malignant medical condition that has placed the child's life in jeopardy.

## **Philosophy:**

- To grant each medically eligible child his or her most heartfelt wish.
- To grant a wish that is appropriate for the child's age level and medical condition.
- To operate within all applicable federal, state and local laws.
- The whole family's experience is vital to the quality of a child's wish.
- Our volunteers play a vital role to ensure that we are providing a quality wish experience, and they are important to us.

## **Wishes and the Wish Process:**

Most wishes fall under one of four categories:

I wish ...

- to go ... (travel wishes – e.g. to Disneyland, to Hawaii, on a cruise)
- to have.... (gift wishes – e.g. a playhouse, puppy, birthday party)
- to meet ....(celebrity wishes – e.g. a favorite movie star, athlete, singer)
- to be ... (occupational wishes – e.g. a ballerina, model, zookeeper, superhero)

The wish experience includes the wish child and his or her immediate family. All wish expenses are covered by Make-A-Wish including all travel and spending money.

The average cash cost of a wish is \$7,500 plus additional in-kind expenses.

With your support of hosting a fundraising event you will be playing a key role to ensure that we will have the funds to always grant the wishes of children who need it most.

# How Do I Get Started?

1. **Set your fundraising goal!** See page 5 for some examples.
2. **Define your fundraiser:** What exactly will you do to raise the money? Raising funds for the chapter usually falls into two categories:

## One Time Events:

We encourage both traditional and creative fundraising events. With strategic planning, both have proven to be fun-filled and successful.

A few examples:

- *Golf Tournament*
- *Fashion Show*
- *Spaghetti Dinner*

## Cause-Related Marketing:

Donate a percentage of sales to Make-A-Wish for any period of time or donate a specified amount per sale of a designated item (\$1.00 for every "X" product sold).

A few examples:

- *Dine between 11:00 a.m. and 9:30 p.m. on Monday, Nov. 7 and XYZ restaurant will donate 25 percent of all food sales to our chapter.*
- *For every ticket sold to the Friday, May 27 football game, \$1 will be donated to our chapter.*

Please Note: Online cause-related marketing or sales promotions have strict guidelines and will require further clarification before being approved.

3. **Complete the *Special Event Agreement***

The agreement is a separate document that accompanies this manual. Please fill it out *in its entirety* and return it to your Make-A-Wish contact, or send it to [getinvolved@wishocie.org](mailto:getinvolved@wishocie.org).

This agreement includes:

- A list of requirements that must be agreed upon before starting to plan an event
- An opportunity for you to request specific support from us

Please be as complete as you can, but be assured that you will have the opportunity to work with your Make-A-Wish contact if you need to revise requests after your contract has been submitted.

Please note: the Proposed Budget portion of the agreement **MUST** be included in order to have your event approved.

Our Make-A-Wish staff will assist you as much as possible throughout your event. However because of limited resources, we can only *guarantee* the following support for each event upon request:

- Make-A-Wish fliers, brochures and other collateral material
- Online fundraising page (ask us how!)
- Link to Make-A-Wish videos to use at your event
- Donation envelopes
- Make-A-Wish plastic banners

*Depending on the size of your event, we may be able to provide a Make-A-Wish speaker or event volunteers.*

Please speak with your Make-A-Wish contact to determine if your event qualifies for this additional support.

#### **4. Licensing agreement approval**

Once we receive your proposal and budget, it will be reviewed by the Chief Development Officer and we will contact you with any questions. We promise to make this process move quickly and will give you a response within *one week* of receiving the form. *Please do not use the Make-A-Wish name or logo for fundraising until you have received a copy of the signed approval.*

#### **5. Begin marketing and publicizing your event.**

Send all publicity materials that mention Make-A-Wish to your Make-A-Wish contact for approval prior to distribution.

#### **6. Host your event!**

#### **7. Turn in funds and completed paperwork within 30 days.**

- We can only accept funds in U.S. Currency.
- No monies sent directly to Make-A-Wish can be returned to you to cover expenses.
- Funds sent to Make-A-Wish will be credited toward your event as long as there is a notation along with the funds that it is for your event.
- Any check that is written to Make-A-Wish needs to be submitted to our office *within 30 days*.
- All coins need to be rolled into bank rollers before you bring them to the Make-A-Wish office.
- No bank account may be opened in our name or with our name on the account. *It is in your best interest to use a personal bank account or set up an account specifically for your event.* When you go to the bank, they may request a copy of your licensing agreement and a letter from us endorsing your event. You should close the account after you have disbursed all funds to us.

#### **8. Thank your participants!**

Acknowledging your participants is one of the most important parts of your event. Let everyone know how much you appreciated their support!

## How Will My Funds Be Used?

Below are several examples of how the money you raise through your fundraiser can help make wishes come true.

Amount Raised	How Your Donation Can Help
\$100	New dress for a modeling wish
\$250	Lens and camera for a photography wish
\$500	Deep sea fishing excursion wish
\$750	Custom furniture for a bedroom makeover wish
\$1,000	Special excursions on a travel wish
\$5,000	Shopping adventure money
\$7,500	The opportunity to Adopt-A-Wish ( <i>Contact Make-A-Wish representative for more information.</i> )

## Tax Deductions and Thank-You Acknowledgements

Make-A-Wish is a 501(c)(3) organization, which means that donations *made payable to Make-A-Wish Orange County and the Inland Empire or Make-A-Wish* are tax-deductible to the full extent of the law. We will send receipts for any donation made directly to Make-A-Wish. For example: If one of your guests writes a check directly to Make-A-Wish and you turn it in at the conclusion of your event, we will send them a receipt.

Make-A-Wish Orange County and the Inland Empire **cannot** issue financial acknowledgements unless the contribution is made directly to Make-A-Wish Orange County and the Inland Empire or Make-A-Wish.

A donor's contribution to an external event may or may not be tax-deductible, and it is the donor's responsibility to consult their tax adviser on whether or not their contribution is a qualified deduction. As a third-party event planner, you can issue an acknowledgement of a contribution given to your event, but it must not in any way state or infer that the acknowledgement is from Make-A-Wish Orange County and the Inland Empire, and should not contain any tax language. You should instruct your event contributors to check with their tax adviser to determine if their contribution is tax-deductible.

The chapter does not provide tax advice. Donors and third-party participants should contact their personal tax representatives for guidance.

## Use of Make-A-Wish Logo and Name

### Make-A-Wish Publicity Rules:

**Intentional misuse and failure to strictly adhere to the graphic standards of Make-A-Wish Orange County and the Inland Empire will result in the immediate revocation of your licensing agreement and your right to use its name in fundraising efforts.**

- 1. Use of the logo and brand name.** Please use care with the Make-A-Wish® name and logo in all materials so that we can maintain a strong brand. Send ALL promotional materials to your Make-A-Wish contact for approval BEFORE PRINTING!

**Name:** Please note that “Make-A-Wish” is spelled with a capital “A” and with hyphens (not “Make a Wish”). It should be used as an ADJECTIVE or a NOUN, not a verb:

Incorrect: Come help make a wish come true. (used as a verb)

Incorrect: Thank you for supporting Make a Wish. (no hyphens)

Correct: Thank you for supporting Make-A-Wish. (used as a noun)

Correct: Thank you for supporting the Make-A-Wish mission. (used as an adj.)

**Logo:** Please do not alter our logo or name by customizing it to your specific event.

For example, don’t change it to “Bake-A-Wish” if you’re having a bake sale. In addition, don’t pull logos from the Internet – just ask your Make-A-Wish contact to send them to you.



Keep the area around the Make-A-Wish logo clear of all type, photos, illustrations, or other graphic elements.

These elements should not be placed closer to the logotype than the clear space area shown here. The logotype should always appear on a clear and uncluttered layout. It may not be placed on a patterned or complex background.

Ask us for our chapter-specific logo. We have it in black, white and blue and in three different formats: JPG, EPS and PNG. Let us know which color and format you would like for your marketing materials!

***Please avoid use of our national logo.  
Use our chapter-specific logo.***



- 2. Our mission is to create life-changing wishes for children with critical illnesses.**

Never use words such as “terminally ill” or “dying,” as these labels can instill a sense of defeat and can be counterproductive as our wish kids fight to overcome their conditions. Many of these children are able to beat their illnesses, and it is important to keep a positive mindset! This is the most common misconception about Make-A-Wish, so when you are representing us in the community, please help us correct it.

## Language to Use in Advertising

The Better Business Bureau has established guidelines for indicating a fundraiser is benefiting Make-A-Wish.

Please follow these rules when promoting your event:

<b><i>How much is being donated?</i></b>	<b><i>Here is how to say it:</i></b>
ALL of the money collected at the event is going DIRECTLY to Make-A-Wish	“All of the proceeds benefit Make-A-Wish Orange County and the Inland Empire”
All of the money minus the cost to hold the event is going DIRECTLY to Make-A-Wish	“Net proceeds to benefit Make-A-Wish Orange County and the Inland Empire”
If a specific dollar amount on the purchase of a product is going to Make-A-Wish, you must state the dollar amount.	“For every necklace sold, \$3 will go to Make-A-Wish Orange County and the Inland Empire”
If a percentage of the proceeds are going to Make-A-Wish, you must state the percentage.	“25 percent of proceeds will benefit Make-A-Wish Orange County and the Inland Empire”

Regardless how much is being donated to Make-A-Wish, if your promotion occurs during a specific time period, that should be indicated. For example: *For every sale between Jan. 1 and Feb. 28, 2018.*

When providing a boilerplate description about Make-A-Wish, the following language should be used:

Make-A-Wish® grants the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy. Founded in 1980 when a group of caring volunteers helped a young boy fulfill his dream of becoming a police officer, Make-A-Wish is one of the world’s leading children’s charities, with 62 chapters in the United States and its territories. With the help of generous donors and nearly 33,000 volunteers, Make-A-Wish grants a wish every 34 minutes and has granted more than 285,000 wishes in the United States since its inception. For more information about Make-A-Wish Orange County and the Inland Empire, visit [www.ocie.wish.org](http://www.ocie.wish.org) and discover how you can *share the power of a wish*®.

Find Make-A-Wish on Facebook at [Facebook.com/MakeAWishOCIE](https://www.facebook.com/MakeAWishOCIE) or follow us on Twitter and Instagram @MakeAWishOCIE.

## Event Promotion

Get the word out to all your friends, family and community about your event! See below for some ideas on how you can do that.

- Create a flier
  - Ask local restaurants if they would post it for all to see
  - Ask local companies if they would put the flier in their breakroom
- Create a Facebook Event and invite all your contacts
- Ask everyone that has told you they would come to the event to invite 5 friends

### **We can help!**

To maximize promotional opportunities, you must have your completed agreement submitted and approved 90 days prior to the start of your event. All agreements submitted less than 90 days prior to the start of the event will be promoted as the marketing schedule permits.

- If you are hosting a one-time event, we will post the event details on our website calendar.
- If you are hosting a cause marketing campaign, we will post the campaign details on our “Promotions That Give Back” portion of our website.
- Social Media opportunities include Facebook and Twitter postings.
- Email marketing opportunities include our monthly email blast “Wishful Thinking”.