



Make-A-Wish®
METRO NEW YORK

Virtual Fundraising Guide

Updated November 2020



Thank You!

Thank you for your interest in organizing a fundraiser for Make-A-Wish® Metro New York.

Community fundraisers like you are more critical than ever in helping Make-A-Wish fulfill our mission. With many in-person events canceled and a decrease in corporate giving due to the global pandemic, we are experiencing a significant decline in the funding that is needed to grant life-changing wishes. Last year, community fundraising accounted for nearly half of our overall individual fundraising and for that we are incredibly grateful.

Despite these extraordinary times, we remain committed to granting the wish of every eligible child. Many wishes have been granted safely since the pandemic broke out in New York including virtual meetings with celebrities such as Oprah and Selena Gomez, new play sets and pools to enjoy time with family safely, puppies for cuddles and outdoor play, medical equipment to help children increase their mobility, and computers and gaming systems to stay connected with the outside world.



You can be a hero and help grant these life-changing wishes with your fundraiser.

This guide will help you to brainstorm new fundraising ideas, provide step-by step tips on how to get started, as well as general information about the work you are supporting. The team at Make-A-Wish is always here to support you so don't hesitate to reach out if you have questions or need guidance. We look forward to joining you on your journey and helping you have a successful fundraiser that is perfect for you.

With gratitude,

Matt Goldweber
Manager, Community Fundraising
Make-A-Wish Metro New York

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

Make-A-Wish is the largest wish-granting charity in the world, with 60 chapters throughout the United States and its territories, and 40 international affiliates on five continents. The Make-A-Wish national office is based in Phoenix, Arizona, where the organization was established in 1980. Make-A-Wish Metro New York and Western New York serves children in the five boroughs of New York City, Nassau County, and 17 counties in the Buffalo and Rochester areas.

Our Wish Kids

Children that qualify for a wish are between the ages of 2½ and 18 and have been diagnosed with a critical illness. They are not necessarily terminal. In fact, many wish kids overcome their medical conditions and go on to lead strong, vibrant lives. In the fight against a critical illness, a wish serves as a catalyst for renewed strength and encouragement for every child and family on their journey. Put simply, we believe a single wish transforms lives.

Some Key Facts

- Since 1983, Make-A-Wish Metro New York and Western New York has granted the wishes of over 16,000 children with critical illnesses from our local communities and from around the world.
- We have over 1,200 active volunteers who are at the heart of making wishes come true.
- 89% of surveyed nurses, doctors and medical professionals believe wishes can positively influence physical health.*
- 97% of adult former wish kids report improved mental and emotional health as a result of their wish experience.*
- 91% of parents of wish kids felt an increased sense of empowerment and improved ability to cope with the illness and situation.*



I wish to have a playhouse

Lucy, 3
cancer

*Wish Impact Study – Second Phase (2011)

Granting Wishes During COVID-19

While travel and large in-person gatherings are not possible right now, there are still many incredible wishes being granted every day. There is no limit to a child's imagination or to our commitment to creating life-changing wishes that can bring joy to a child with a critical illness today.

Some of the wonderful wishes being granted safely include:

- Virtual meetings with celebrity heroes
- New play sets and pools to enjoy time with family safely and improve activity levels
- Puppies for companionship and unconditional love
- Online shopping sprees to feel pampered and special
- Educational tuition to create bright futures
- Medical equipment to help children increase their mobility and comfort at home
- Computers and gaming systems to be connected to the outside world, learn, and have fun
- Room makeovers to make their space an inspiring escape
- Campers to have safe and memorable adventures with family
- Selfless Wish Kids choosing to help others like donating toys to local hospital's playrooms!

*I wish to have
a Pomsky puppy*

Astrid, 12
lupus



Ways You Can Fundraise

Start an Online Fundraising Campaign

Want to create an online fundraising campaign instead of hosting an event? We make it easy! Use our very own fundraising platform, [Wish Your Way](#) or use [Facebook fundraising](#). Instructions on how to get started can be found on page 8. Here are some ideas for campaigns you can launch:

Birthday or Anniversary Fundraiser

Start an online fundraising page and ask friends and family to donate in honor of your birthday in lieu of gifts.

In Memory or In Honor of Fundraiser

Create a fundraiser in memory or honor of a loved one. A tribute gift for someone special is a meaningful way to honor and celebrate someone you love.

40X40X40 Campaign

Ask 40 people to donate \$40 for Make-A-Wish's 40th anniversary to honor all the incredible, imaginative wish kids throughout the years. This can be done on social or via email.

Organize a Virtual Fundraising Event

Cannot gather in person? Not to worry, bring your fundraising event to life virtually! Here are some ideas of virtual fundraisers:

Virtual Trivia Nights

Want to test your knowledge and raise some funds? Host a friendly competition with friends! Click [HERE](#) for some great online trivia platforms to host a friendly competition with friends!

Virtual Cooking Night

Gather friends and family via zoom and prepare a favorite dish! Recipes can be sent prior to class so everyone can join in. Or maybe you know a local chef who can bring their expertise to this virtual class!

Virtual Paint Night

Become an artist while virtually chatting with friends! Create your own Paint & Sip night and socialize, laugh and show off your creative masterpieces all while raising funds for Make-A-Wish.

Virtual Workouts

Contact your favorite fitness instructor to host a donation-based class virtually! Gather friends and family and help sweat it out for the kids!



I wish to have a PlayStation

Kossi, 8
blood disorder

Organize a Socially Distant Event

Even during these challenging times, limited social gatherings are still viable options when looking at planning your fundraiser! Socially distant events can be a great way to get friends and family together to support Make-A-Wish! Here are some fun ideas:



I wish to have a backyard play set

Zeke, 7
nervous system disorder

Sports Tournaments

Organize social distance games of golf, tennis or even corn-hole! Teams can gain entry into the tournament with a donation. Ask a business to donate a prize for the winning team.

Outdoor Dinner Party

Host a small group at your place for a special Make-A-Wish dinner! Determine a suggested donation per plate and impress your friends and family by showing them your skills in the kitchen, all while raising funds for our wish kids! Another way to host is by catering or having a chef prepare a meal with the same suggested donation per plate.

Endurance Events

Get moving this year while helping to grant more wishes! Choose your favorite solo sport (cycling, running, hiking) and pledge your miles. Ask friends and family for donations based on the number of miles conquered!

Golf Foursome

Hit the links with three friends or family members. Brush up on your golf game while raising funds as you get out to support Make-A-Wish! You can ask for a donation from each player and/or seek support from your larger network leading up to the big day.

****Please note: All CDC, state and local government guidelines should be followed for any of the suggested fundraisers. If you have any questions or concerns, please do not hesitate to reach out!****

Fundraise at Work

Wishmakers At Work® is a giving program that enables employees to plan and coordinate fundraising programs. Connecting your workplace with Make-A-Wish can provide a unique and inspiring experience. It can allow your company to help grant life-changing wishes and provide mission critical resources to our wish kids. Here are some ways you can raise funds in the workplace:

Host an Event

1:1 coffee with your CEO? Virtual trivia night? Host virtual fundraising events to support your campaign while encouraging your colleagues to join you in your efforts! We can provide you with access to digital fundraising tools to drive engagement and donations.

Matching Gifts

You might be able to make your fundraiser go farther. Many companies encourage employees to donate to their favorite charities by matching their contributions, sometimes dollar-for-dollar!

Payroll Deduction

This is an easy and efficient way to make a tax-deductible donation to Make-A-Wish through payroll contributions. Chances are that if you work for a corporation or the federal government, you already have the opportunity to participate in a payroll deduction program to help make wishes come true. This is a long-term fundraising option that empowers you as an employee to make a larger impact by spreading out the campaign over several months or beyond.

Check in with your Human Resources department to find out what may work for your company!

Fundraise at School

Kids for Wish Kids® and Wishmakers on Campus® enable students in K-12 and college campuses to discover philanthropy by selecting their own fundraising project and managing it from start to finish. Students develop leadership skills, build self-esteem and learn about teamwork while working towards a final goal, making a difference in the life of a child who is fighting overwhelming odds. Check out the below project ideas!

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.

Friendly Competition

Everyone loves a challenge! See which classroom or grade level can raise the most online using or challenge different groups to plan their own fundraisers.

Charity Streaming

Live streaming is a fun way to connect virtually! You can use [Tiltify](https://www.tiltify.com/) - a streaming donation platform to broadcast gaming, a talent show, a concert, physical challenges or whatever you can think of! To learn more visit, wish.org/streamFTWtoolkit!

Host an Event

Get creative on how to engage your classmates! Connect with your classmates while bringing hope and joy to our wish kids!

Get Started

Interested in any of the options above or have your own fantastic ideas? We are here to make it easy for you! To get started:



Click [HERE](#) to fill out a Community Fundraising Agreement.

Want to make your fundraiser a digital one?



Click [HERE](#) to start your very own Wish Your Way fundraising web page!

Need help setting up your fundraising page? Click [HERE](#) for a step by step Wish Your Way guide.



Click [HERE](#) to host your fundraiser on Facebook!

If your fundraiser collects cash or checks, drop off at our office or send securely (registered mail or courier is best) to the address below:

**Make-A-Wish Metro New York
ATTN: Matt Goldweber
500 Fifth Avenue, Suite 2900
New York, NY 10110**

Tips & Tools to Help You Succeed

Everything included in this guide is intended to launch your fundraising journey and hopefully spark any ideas that can be helpful in making your efforts as successful as possible! In addition to this document, we have prepared some other information that can be useful as your fundraising process moves along. Click [HERE](#) to access these resources, which include:



For anyone using social media: [Social Media Tips](#)



For anyone reaching out to their network: [Email Templates](#)



For anyone marketing or promoting their event: [Make-A-Wish Brand Guidelines](#)

Thank You

On behalf of all of us as Make-A-Wish, thank you for supporting our wish kids. We could not continue to serve our important mission without people like you. We are so excited to support you on your fundraising voyage!

Questions? Contact Matt Goldweber at mgoldweber@metrony.wish.org or call 646-558-5507.

