

I wish to be a princess

Khushi, 9
cancer

FUNDRAISING TOOLKIT



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WELCOME

Thank you for your interest in Wishmakers on Campus® - we're so glad you're here! This fundraising toolkit includes all kinds of ideas to help you plan and promote your efforts to support Make-A-Wish®. 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.

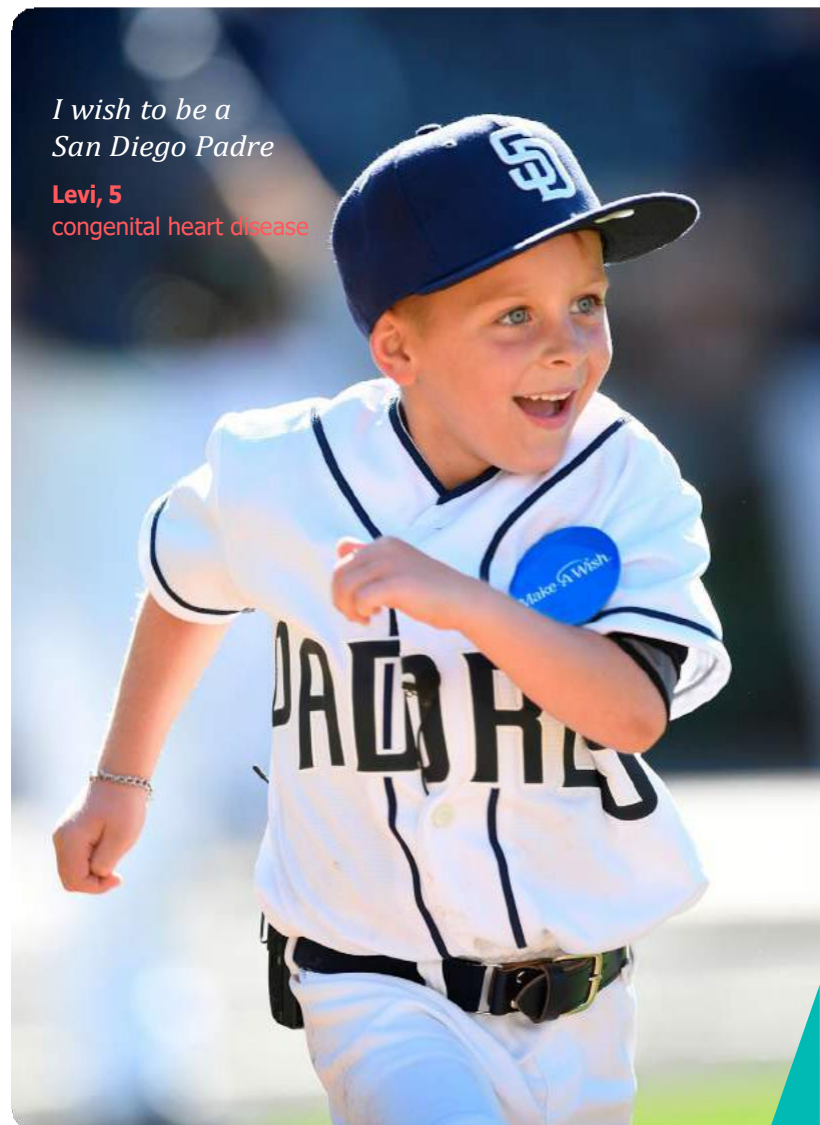
If you need anything in the meantime, please reach out Joanna Kim of Make-A-Wish Philadelphia, Delaware & Susquehanna Valley AT jkim@philadesv.wish.org or 215-297-6151. We're excited to speak with you soon!

ABOUT Wishmakers on Campus

Wishmakers on Campus is a customizable fundraising program that provides colleges and universities the opportunity to engage in philanthropy and service activities in partnership with Make-A-Wish. The program encourages community service, leadership, volunteerism, and teamwork. It helps build school spirit and creates partnerships outside of the classroom while providing students hands-on experience fundraising to help create life-changing wishes for kids fighting critical illnesses.

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.



*I wish to be a
San Diego Padre*

Levi, 5
congenital heart disease



STEPS TO SUCCESS



STEP 1: RECRUIT PEERS & CHOOSE YOUR FUNDRAISER*

Recruit a group of your peers—like friends, your sorority or fraternity, teammates, etc.—to help you with this project. This toolkit contains 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/GROUPEADERS 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. The average cost of a wish is \$11,000 and every dollar helps. 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. You'll then receive a custom fundraising page link that you can share with everyone in your community! You'll even receive an app that makes fundraising even easier.



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. Work with your peers to plan and promote 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 any on-campus 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 Wishmakers On Campus! 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
- Brainstorming meetings
- A personalized fundraising website for your school/group via our Wish Your Way platform (wishyourway.org)
- Publicity tools and support, including videos and wish stories to share
- Make-A-Wish products for purchase (visitmakeawishmarketplace.com to order products online)
- A Make-A-Wish speaker to speak with your group about the organization and wish granting

If you have any questions about Wishmakers On Campus or a project idea, please contact:
Joanna Kim, Development Director at jkim@philadesv.wish.org or 215-297-6151.

LET'S STAY IN TOUCH!

OFFICE ADDRESS

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5 Valley Square
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Blue Bell, PA 19422

Phone: 215-297-6151

Email: info@philadesv.wish.org

Website: <https://wish.org/philadesv>

FOLLOW US

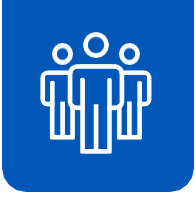
Facebook: /MakeAWishPHL

Instagram: @MakeAWishPHL

Twitter: @MakeAWishPHL

YouTube: /MakeAWishPHL





FUNDRAISING 101

Below you will find a basic overview of our recommended fundraising tools and concepts. From Wish Week to livestreaming, there are a number of ways to host an awesome 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 or mobile app and track progress, send emails, and post on social media to encourage donations. **Download the app in the Apple App or Google Play store.**

Wish Week

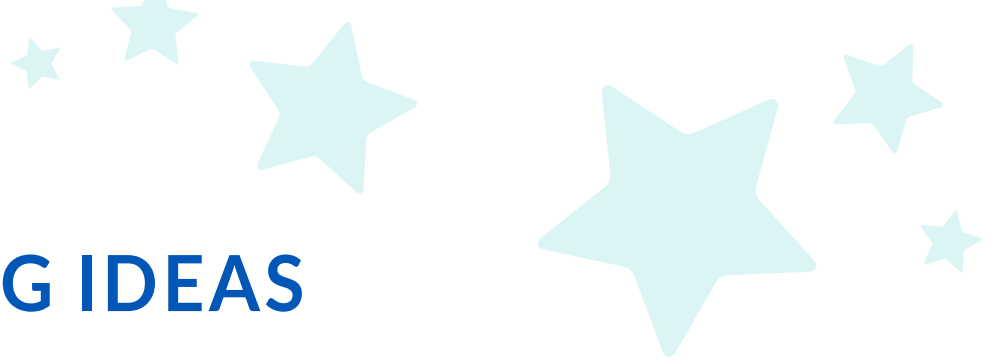
A week of focus around Make-A-Wish can help unite your community as everyone comes together to help make wishes come true for kids with critical illnesses. Whether it's in-person events, virtually, or both – Wish Week is a fun way to engage your campus and raise funds for Make-A-Wish! **Check out the 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 **wish.org/streamFTWtoolkit**. Be sure to let your Make-A-Wish staff partner know your streaming plans so they can support you!

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

WISH WEEK

A week full of fun in support of Make-A-Wish! 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 Wish Week. While we encourage you to consider planning a Wish Week, you can also use the ideas (or come up with your own!) for individual fundraisers to support Make-A-Wish.

SAMPLE 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 peers to post/repost and challenge (tag) 5 friends and family to share or donate online.

Text Tuesday:

Encourage everyone 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 everyone to create and share short videos of what supporting Make-A-Wish means to them. The best “why” wins!

Talk Thursday:

Challenge everyone 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! Wear Make-A-Wish blue and/or spirit day attire around campus. Go live on social media! 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 everyone to put the online fundraising link in their social media bios.
- Invite other school clubs/teams to get in on the fun by planning a Wish Week event of their choice!
- Incorporate fun spirit days into your Wish Week—your Make-A-Wish staff partner has a list of ideas they can share with you!
- Use the Wish Your Way app and make it easy to communicate with your team, update your page, and ask for donations via email, social, or text.
- Create incentives based on sharing the fundraising link and posting spirit day photos. Can active supporters be entered to win a gift card to their favorite restaurant? Can you name a Wish Week Champion based on participation?
- Consider livestreaming on social media or Tiltify during your 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 members of your crew can raise the most online using Wish Your Way or challenge different groups/clubs 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 who will get pied in the face or do wacky 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.

FUN NIGHT



Get ready to put on your dancin’ shoes, grab the popcorn, test your knowledge or take a ride! Hold a dance, movie night, trivia or family game night, a carnival or another type of “fun night.” Raise funds by charging an admission fee (or suggested donation) and selling concessions during the event. Recruit a committee to help with decorations, music and special touches to help make it a night to remember!

PUT ON A SHOW



Lights, camera, action! Talent show, fashion show, comedy show, art show, concert—anything goes. Add fun twists by incorporating teachers/administrator into the show and raise funds through admission, concessions, program books, etc. It’s showtime!

'THONS



Host a danceathon, walkathon, bikeathon, or any other type of 'thon you can think of! 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, mile they bike, etc.

SELL IT



Sales fundraisers are a “win-win” for everyone! You can create your own or choose from some of these ideas: garage sales, cookbooks, tutoring/babysitting services, holiday gift baskets, 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 to your Wish Your Way page.

GET SPORTY



It’s time to take it to the court! Coordinate a sports tournament or event and raise funds via registration fees, admission, selling concessions, special contests, etc. The sport/format are up to you and there are lots of possibilities: all-day tournaments, students vs. teacher or faculty vs. administration or face off with a rival group. Whatever you decide, be sure to make it fun and interactive for participants and the audience (half-court shot contest, anyone?)

CONSIDER THIS

- 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.
- Up the ante by adding fun incentives to help motivate everyone on the way to your fundraising goal.
- 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.
- Invite other groups 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 12.

- ★ 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.
- ★ Download the Wish Your Way app and easily ask for donations through social media, texting, and email.
- ★ 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:

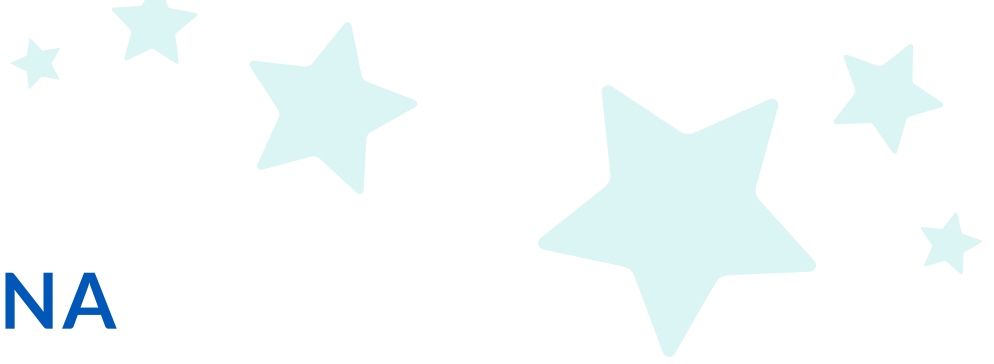
(School/ Group Name) is granting wishes! Share this post or donate today to help make life-changing wishes come true for local kids with critical illnesses. Every share and every dollar helps! (add online fundraising link)

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:

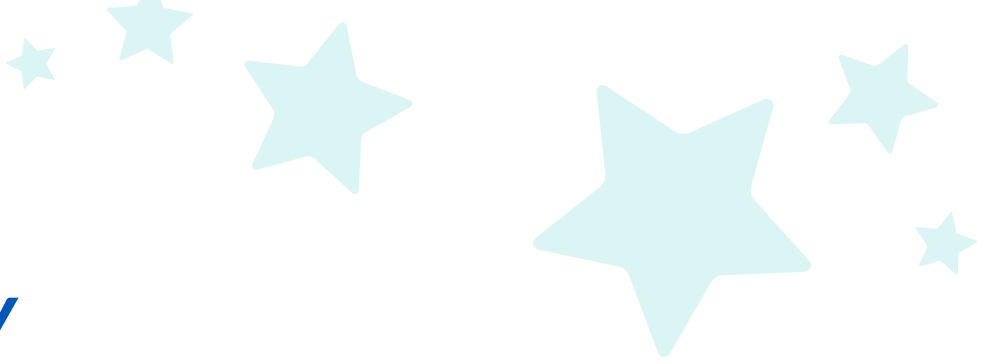
- fear with confidence
- sadness with joy
- anxiety with hope

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 Philadelphia, Delaware & Susquehanna Valley
5 Valley Square, Suite 210
Blue Bell, PA 19422

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.

HOW DO I DOWNLOAD THE WISH YOUR WAY APP?



Once the app is downloaded, click on the app icon from your phone and then login with the username and password you created when you registered for the event. If you do not remember your username or password, tap the “forgot username/password” link and follow the instructions on the page to get it sent to you.



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 or Wishmakers On Campus 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:

Joanna Kim, Development Director
jkim@philadesv.wish.org | 215-297-6151

THANK YOU FOR HELPING TO MAKE WISHES COME TRUE!

