

WISHMAKERS ON CAMPUS® PROGRAM TOOLKIT

In this toolkit:

Make-A-Wish® Facts

Wishmakers on Campus Overview

Steps For Success

Fundraising Ideas

Brand Guidelines

Frequently Asked Questions

Fundraising Form

Make-A-Wish.

WISHMAKERS ON
CAMPUS®



ABOUT MAKE-A-WISH CENTRAL & WESTERN NC

The Story of Make-A-Wish Central & Western North Carolina

In 1980, a seven-year-old leukemia patient named Chris Greicius realized his lifelong dream to become a police officer. Many of those volunteers responsible for fulfilling Chris' wish wanted to do the same for other children with critical illnesses. Thanks to Chris' inspiration and joyous spirit, his volunteers and loving family created Make-A-Wish®, an organization that now serves families around the world.

Make-A-Wish® Central and Western North Carolina was founded in 1985 by Dr. Jerry Clark, an orthodontist in Greensboro, and the Nat Greene Kiwanis Club of which he was a member, in memory of his wife. We were the first chapter in North Carolina, and now cover 51 counties, from Alamance westward. Our chapter's first wish was granted in 1985 to an 8-year-old boy named Jason. Jason's one true wish was to meet his favorite football player, Miami Dolphins Quarterback Dan Marino.

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

Types of Wishes



I wish to go...

Domestic or international destinations, or most popularly, Walt Disney World® Resort



I wish to have...

A shopping spree, a playhouse, a room makeover, a computer or other electronics



I wish to meet...

A favorite music, sports, TV or movie celebrity or a public figure



I wish to be...

A superhero, model, princess or anything that lives in the depths of a child's imagination



I wish to give...

Toys to cancer patients or instruments to a school band

- Make-A-Wish Central & Western North Carolina has granted over 5,110 wishes since 1985.
- In 2019, Make-A-Wish CWNC granted 389 wishes.
- Children who qualify for a wish are between the ages of 2 ½ and 18 and have been diagnosed with a critical illness by their doctor. They are not necessarily terminal; in fact, many wish kids overcome their critical illnesses and go on to lead strong, healthy lives.
- Research shows children who have wishes granted can build the physical and emotional strength they need to fight a critical illness.
- Every referred child who qualifies is granted a wish. A family's socioeconomic status is never a factor in determining eligibility and the family is always included in the wish.
- Wishes are funded from individual donations, special events, corporate donations and sponsorships, workplace giving donations, foundation grants, and Kids For Wish Kids. Frequent flier miles and used vehicles are also accepted as donations.
- Of every dollar received, 81 cents goes towards granting wishes.
- Make-A-Wish Central & Western North Carolina is part of the largest wish-granting charity in the world, with 60 chapters in the United States and its territories, and 41 international affiliates on 5 continents.

WISHMAKERS ON CAMPUS OVERVIEW

What is Wishmakers On Campus?

Wishmakers On Campus is a custom-tailored fundraising program that provides college students, sports teams, fraternities and sororities the opportunity to engage in philanthropy and service activities to help create life-changing wishes for children with critical illnesses.

Who? College students! You can make a difference! This program is specifically designed to engage college students to help grant the wishes of local kids with critical illnesses

What? Help grant wishes! Wishmakers On Campus allows young adults to create ideas for fundraisers and then organize and manage those fundraisers from start to finish in order to raise money to grant wishes for local North Carolina kids.

Where? Anywhere! Engage your campus community, local sports team or any student group you're a part of to help you host your fundraiser.

When? Anytime! The options are endless. Often "when" is determined by the "what." First determine the right fundraiser and then determine when it is best held.

Why? Help make wishes come true for kids with critical illnesses, all while learning valuable life skills!

Join the movement!

Make-A-Wish Central & Western North Carolina works with schools and student groups throughout the year with Wishmakers On Campus and Kids For Wish Kids programs. **You too can be a part of something incredible!** Fill out the form in the back of this toolkit to start your fundraiser today!



STEPS FOR SUCCESS

Follow the checklist below to ensure the most successful fundraiser!

- Read the toolkit and submit the fundraising form to your Make-A-Wish contact**
- Choose an activity** - For ideas, reference the list of fundraisers in this toolkit. Choose from the list or come up with your own.
- Schedule a brainstorming meeting with your Make-A-Wish contact** - We are here to help! During this meeting or phone call, you can request Make-A-Wish supplies, banners, and the logo for use during your fundraising efforts. We can also set up an online fundraising page.
- Plan your fundraiser** - Don't hesitate to reach out to your Make-A-Wish contact with any questions on logistics! Make sure to send all promotional material, t-shirt designs and a final fundraising schedule to your Make-A-Wish contact for approval.
- Promote your fundraiser** - Please reference the Brand Guidelines on page 7 for accurate marketing verbiage. Make sure to advertise your events in a variety of ways! Get creative to ensure everyone knows about each opportunity to support your efforts.
 - Create flyers and other promotional materials. (Don't forget to get this approved by your Make-A-Wish contact!)
 - Email parents, friends and family to request their support.
 - Post all events on social media.
- Host an amazing fundraiser** - Once you have reached the \$6,000 level, notify your Make-A-Wish contact to coordinate a representative to attend, speak on behalf of the organization and thank attendees for their support.
 - Make sure to photograph the festivities and share those photos with your Make-A-Wish contact. We want to celebrate with you and see the success of your efforts!
 - Say thank you often! Thank your volunteers, donors, and any parents who are involved.
- Celebrate your success!** - Congratulations! Well done! Thank you for your support!
Just a few more things to do...
 - Write thank you notes to major donors and volunteers. We recommend sending to your \$500+ donors/sponsors.
 - Mail your donation check, made out to Make-A-Wish Central & Western North Carolina, within 30 days to 217 E Tremont Ave, Charlotte, NC 28203
 - Don't forget to send event photos to your Make-A-Wish contact.
 - Awesome job! Thank you for helping to grant wishes.

FUNDRAISING IDEAS

Creativity is the name of the game!
Use one of these top fundraising ideas or create your own.

A-Thons: Host a jump rope-a-thon, dance-a-thon, walk-a-thon, read-a-thon and have all participants encourage their friends and family to make pledges for each lap they run, minute they jump, etc.

Auction: Collect items and host a silent auction and dinner during Parents/Family Weekend or Homecoming!

Bake Sale: Host a bake sale on campus for late-night snacks!

Cook-Off: This delicious event pits organization against organization to cook something delicious. Participants vote for their favorite by putting donations in a specific jar.

Dinner with Campus Celebrities: Solicit various notables (coaches, President, professors, athletes, local celebs, etc.) to have dinner at the highest bidder's home (or favorite restaurant).

Host a Giveaway: What can you give away that wouldn't cost anything but students would love? Collegiate gear, free parking spot, season football or basketball tickets.

Movie Night: Show a movie in the auditorium or on the football field for a suggested donation of \$5 per attendee. Take it to the next level by offering candy and popcorn for an additional donation.

Penny Wars: Each class, club or group competes against each other to collect the most pennies. Students are encouraged to put nickels, dimes and quarters in another group's container to get the corresponding amount of pennies subtracted from their total count! The winning group gets a prize.

Restaurant Night: Partner with a local restaurant or bar to receive a portion of the night's proceeds.

Sports Tournaments: Host a tournament! Volleyball, Soccer, Basketball, Flag-Football, Powder-Puff, Home-Run Derby, Ski for Wishes, Fishing, Hunting, Dance Marathon, etc.

Survivor Kits: During midterms or finals week sell "survivor kits" full of munchies and goodies for those all-night study sessions!

T-Shirt Sales: Create a unique t-shirt for your fundraising event to encourage Make-A-Wish spirit and comradery. The back of the t-shirt is a great place for sponsors to promote their logos. Make sure to run the design by your Make-A-Wish contact before printing!

Wish Wall: Sell Make-A-Wish stars and create a wonderful visual of support by hanging the stars around the campus.

FREQUENTLY ASKED QUESTIONS

Can we set up an online fundraiser? Yes, your Make-A-Wish contact will be able to assist you in setting up your fundraising page. We ask that no other outside online fundraising platforms be used.

What do I do with the cash from my fundraiser? All cash raised should be collected and given to pre-designated individuals from the school or organization.

Typically, Wishmakers On Campus participants will submit one check after totaling all donation efforts. The event organizer should deposit the coins and send the funds to the Make-A-Wish Central & Western North Carolina office in the form of a check within 30 days of the conclusion of the campaign.

May we open a bank account to cash checks made payable to Make-A-Wish Central & Western North Carolina? No; in the event that you receive checks made out directly to Make-A-Wish, we ask that you please forward those immediately to the office address below:

Make-A-Wish Central & Western North Carolina
217 E Tremont Ave
Charlotte, NC 28203

Supporters who make checks out to Make-A-Wish Central & Western North Carolina will receive a written or emailed tax acknowledgement. If a donor requests a tax receipt, please encourage them to write a check directly to Make-A-Wish Central & Western North Carolina.

Can Make-A-Wish secure sponsorship? No, Make-A-Wish is responsible for procuring sponsorship as well as in-kind goods and services for its internal fundraisers and for wish granting purposes only.

Who should we avoid contacting to support our fundraiser? You may not approach any organization outside of the Make-A-Wish chapter's territory.

Please check with your Make-A-Wish contact if you are planning to solicit sponsors. This will help to ensure that we are not duplicating solicitation efforts.

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's mailing list, unless otherwise instructed. Donors may receive Make-A-Wish newsletters, annual mailing appeals, invitations to special events or emails.

Does Make-A-Wish telemarket? As a matter of national policy, Make-A-Wish DOES NOT engage in telemarketing or door-to-door solicitation and therefore a fundraiser held in conjunction with the Make-A-Wish name may not include these types of solicitation.

FUNDRAISING FORM

The goal of the Wishmakers On Campus program is to empower young adults to make a difference in the lives of local children with critical illnesses. Tell Make-A-Wish Central & Western North Carolina more about your fundraising idea/activity by completing and submitting the form below to *Emily Gibson*, egibson@nc.wish.org
Thank you for your support of Make-A-Wish!

School/Organization: _____ Group Name: _____

Address: _____ City: _____ State: ____ Zip code: _____

Primary Contact Name : _____

Email: _____ Phone: _____

Secondary Contact Name (if applicable) : _____

Email: _____ Phone: _____

Please briefly describe the fundraiser: _____

Date, time and location(s) of fundraiser: _____

Estimated # of participants: _____ Estimated donation: _____

Estimated date donation will be received: _____ Estimated Cost of Fundraiser: _____

What resources, if any, do you need from Make-A-Wish? _____

How did you hear about the Wishmakers On Campus program? _____

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, name 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.
- Please do not refer to wish children as “terminally ill” or “dying” as these labels can instill a sense of defeat and can be counterproductive as wish kids fight to overcome their illness. Many wish children are able to beat their critical 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 Central & Western North Carolina 217 E. Tremont Avenue, Charlotte, NC 28203** within 30 days of your fundraiser. Please include your school name or organization in the memo line so the donation can be credited to your fundraiser.
- If you are going to advertise your fundraising efforts outside of the school community or contact local businesses for sponsorships, it is important that you coordinate this in advance with the Make-A-Wish Central & Western North Carolina office.
- You are raising funds to help grant the wishes of local children with critical illnesses. Sharing wish information with student groups is simply a way for students to personalize their fundraising efforts. Please advertise that you’re “fundraising for Make-A-Wish Central & Western North Carolina, to help grant wishes for kids like Claire”, instead of “fundraising to grant Claire’s wish”.
- With the use of the Make-A-Wish or Wish WeekSM name, 100 percent of the proceeds from your fundraising efforts must be donated to Make-A-Wish.
- If you plan to use the Wishmakers On Campus or Make-A-Wish logo in any public facing documents, please send associated materials to your Make-A-Wish contact prior to distribution.

If you have any questions, please contact our office at (704) 339-0334.

PROPOSED BY

Contact Name:

Signature:

Date:

APPROVED BY

Make-A-Wish Staff Member:

Signature:

Date:

Thank you for your support! We couldn't grant wishes without you!