

# Make-A-Wish<sup>®</sup>

# CIRCLE OF FRIENDS

# FRIENDS

MINNESOTA

## INFORMATION PACKET



Our Circle of Friends program specializes in developing successful, custom-tailored sponsorship opportunities for local community organizations.

Make-A-Wish Minnesota delivers a wide range of partner benefits that help grant wishes for Minnesota children with critical illnesses and increase your organization's brand awareness and philanthropic impact.

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Make-A-Wish Minnesota  
1919 University Ave. W., Suite 415  
St. Paul, MN 55104  
612.767.9474  
mn.wish.org

# CIRCLE OF FRIENDS

## *Community Partners Making Wishes Happen*

### WHAT DOES IT MEAN TO BE IN OUR CIRCLE OF FRIENDS?

Within our Circle of Friends program, Make-A-Wish Minnesota collaborates with your organization to develop an easy-to-implement and mutually beneficial program that is uniquely tailored to your organization's needs.

Circle of Friends gives organizations the opportunity to engage in philanthropy to help grant the wishes of Minnesota children with critical illnesses. Aligning with Make-A-Wish Minnesota leaves a positive and everlasting impact on the communities we serve together, and all funds raised in Minnesota stay in Minnesota!

### WHY SHOULD MY ORGANIZATION JOIN CIRCLE OF FRIENDS?

Aligning with Make-A-Wish Minnesota helps our community partners stand out and activate their members.

Key Partnership Benefits Include:

- Build Brand Loyalty
- Meaningful Event Participation
- Mutually Increase Local Awareness
- Member and Community Engagement



Make-A-Wish ranks in the top 10% of all U.S. brands for quality, social impact, shared values, and reputation.

2017 CONE COMMUNICATIONS/ECHO  
GLOBAL CSR STUDY



Make-A-Wish is ranked as one of the top-3 most loved nonprofits in the U.S.

MORNING CONSULT



*I wish to have a playhouse*

**Leigh Ann, 3**  
congenital heart disease

### *A House Full of Hope*

Leigh Ann loves playing house with her dolls, so she wished for a fun getaway within steps from her door where she could play with her little companions and feel the joy of friendship that she missed so much since battling her illness. Thanks to Make-A-Wish, Leigh Ann's playhouse has truly brightened her spirits. Every day, Leigh Ann eagerly looks forward to taking her dolls out to her new playhouse. She loves peeking her head outside the window to breathe in the fresh air. Leigh Ann also adorns her dining room table with flowers, helping hope to bloom throughout the playhouse - and in her heart.

**For more information about Circle of Friends, please contact Pete Johnson at [pjohnson@mn.wish.org](mailto:pjohnson@mn.wish.org) or 612.767.2766**

# STEPS TO PLANNING A SUCCESSFUL EVENT

## 1. FORM A PLANNING COMMITTEE

The commitment and excitement of the people who plan and organize an event has a direct relation to the success of your event.

## 2. BRAINSTORM IDEAS AND CHOOSE AN EVENT

Get creative! Past events have included golf tournaments, talent shows, motorcycle rallies and more. Some of the most successful fundraisers are events that allow guests to experience something unique and special with their families and friends.

## 3. ESTABLISH GOALS

Create realistic and measurable financial goals for your event.

(Ex. Cost of admission x your guest capacity + any other fundraising revenue = your goal)

## 4. PLAN A BUDGET

Sit down and look at your projected expenses for the event. The more you can keep your expenses down, the more kids you can support!

## 5. BE SURE YOU HAVE CHOSEN THE "RIGHT" EVENT

The type of event you choose should fit the size, interest, talent, goals, and availability of your committee. Ensure you are adhering to rules of your venue and Minnesota state law for fundraising per mn.gov.



M. Oleson - 2015

# WAYS TO GET INVOLVED

Our partnership options are fully customizable to meet the needs of your organization. Make-A-Wish will work with you to lead your organization or group in a positive direction and give you the tools needed to activate others in our mission. Below are a variety of examples of successful and impactful fundraisers.

## EVENT-CENTERED FUNDRAISERS

Each year, dozens of event fundraisers are held across the state in order to raise funds for Make-A-Wish Minnesota. Our team will work with you to organize the needed volunteers, speakers and media assets in order to increase attendance and enthusiasm for the event.



- Art Sales
- Bake Sales
- Community Fair/Festivals
- Lemonade Stands
- Motorcycle Rallies
- Pub Crawls
- Sporting Events & Tournaments
- Wine Tastings
- Yard Sales



## ONGOING FUNDRAISERS & CAMPAIGNS

Some organizations choose to support local wishes over an extended period of time. Working closely with the Make-A-Wish team, your ongoing fundraiser can bring continuous support and enthusiasm to your organization by granting wishes all year long.

- Cause Marketing Sales Campaign
- Member/Employee Giving
- Merchandise Sales

# BENEFITS PACKAGES AT A GLANCE

BENEFITS	\$25,000	\$15,000	\$10,000	\$5,000	\$2,500
WISH CHILD/FAMILY ENGAGEMENT AT EVENT	★				
FEATURE IN MAKE-A-WISH MINNESOTA E-NEWSLETTER	★				
ORGANIZATION MENTION IN ANNUAL REPORT	★				
CUSTOM RECOGNITION PLAQUE FOR ORGANIZATION	★	★	★		
SPEAKER AND VOLUNTEER OPPORTUNITIES	★	★	★		
SHAREABLE WISH STORY & MATERIALS *MUST BE APPROVED*	★	★	★		
USE OF MAKE-A-WISH MINNESOTA PARTNER LOGOS	★	★	★	★	★

## ADDITIONAL BENEFITS FLEXIBLE FOR YOUR ORGANIZATION

- Wish Matching by Theme & Location
- Additional Social Media & Marketing
- Collaboration with other Make-A-Wish Minnesota partners

# FREQUENTLY ASKED QUESTIONS

## HOW DOES MAKE-A-WISH GRANT WISHES?

A child with a critical illness who has reached the age of 2 1/2 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 Make-A-Wish volunteer team will visit 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 Minnesota  
1919 University Ave. W., Suite 415  
St. Paul, MN 55104

Please forward checks made out to Make-A-Wish within 30 days of the conclusion of the event. Supporters who give checks and credit card donations will receive a written tax acknowledgment from Make-A-Wish.

## 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, will be provided to you. 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.

## WHAT SHOULD WE DO WITH THE CASH FROM THE FUNDRAISING EVENT?

All cash raised the day of the event should be collected and given to pre-designated individuals from the organization. These designated individuals should secure and monitor the cash in a safe or locked box until the money can be counted and deposited.

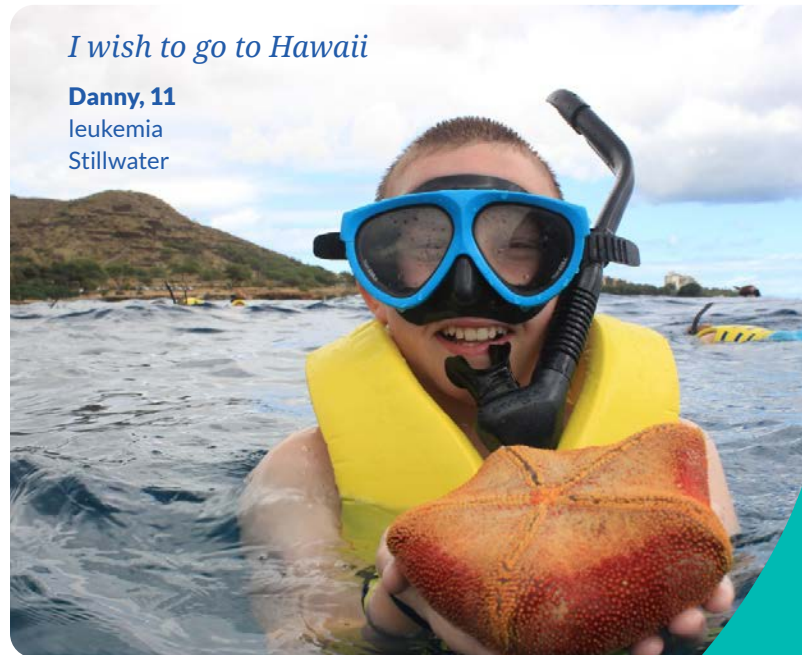
For accounting and security purposes, Make-A-Wish prefers to receive a check instead of coins or cash. Please deposit the coins and send the funds to the Make-A-Wish Minnesota office in the form of a check. Net proceeds from the program should be submitted within 30 days of the conclusion of the campaign.

## CAN WE INVITE A WISH KID TO OUR EVENT?

Events that raise over \$25,000 are eligible to invite a wish ambassador to their event the following year.

*I wish to go to Hawaii*

**Danny, 11**  
leukemia  
Stillwater



# CIRCLE OF FRIENDS INTEREST FORM

Already know how your organization wants to get started? Please fill out the short form below so we can get a better understanding of how you want to get involved. Once completed, please send to Pete Johnson, Manager of Corporate Giving, at [pjohnson@mn.wish.org](mailto:pjohnson@mn.wish.org), who will reach out directly to talk about next steps.

## WHAT TYPE OF ORGANIZATION ARE YOU REPRESENTING?

- School or School Club
- Community/Civic Organization
- Group of Employees/Union/Other
- Cause-Specific Organization
- Other

## WHAT TYPE OF FUNDRAISER ARE YOU CONSIDERING HOSTING?

- Event-Centered Fundraiser
- Ongoing Fundraising Campaign
- School Fundraiser
- Other

## PLEASE PROVIDE A BRIEF DESCRIPTION OF THE EVENT YOU ARE PLANNING TO HOST:

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## WHAT MAKE-A-WISH ASSETS ARE MOST IMPORTANT TO YOU? (CHECK ALL THE APPLY)

- Wish Kid connections
- Marketing (social media posts, logo recognition on website, etc.)
- Employee engagement
- Event tickets
- Other

## WHO IS THE MAIN CONTACT FOR COORDINATING THIS CAMPAIGN?

Name:

Email:

Phone number:

## THE BEST WAY TO CONTACT THEM IS BY:

- Email
- Phone call
- Text