

Make-A-Wish®

CIRCLE OF FRIENDS

FRIENDS

MINNESOTA

INFORMATION PACKET



Our Circle of Friends program specializes in helping individuals develop successful, custom-tailored events that benefit Minnesota wishes.



Make-A-Wish Minnesota delivers a wide range of benefits that help increase your event reach and overall success! Which ultimately helps grant wishes for Minnesota children with critical illnesses.



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

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 your needs. Make-A-Wish will work with you to lead your event 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 groups 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 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	\$0-2,500
WISH CHILD/FAMILY ENGAGEMENT AT EVENT	★				
FEATURE IN MAKE-A-WISH MINNESOTA E-NEWSLETTER	★				
CUSTOM RECOGNITION PLAQUE	★	★	★		
SPEAKER AND VOLUNTEER OPPORTUNITIES	★	★	★		
SHAREABLE WISH STORY & MATERIALS *MUST BE APPROVED*	★	★	★		
USE OF MAKE-A-WISH MINNESOTA PARTNER LOGOS	★	★	★	★	★

ADDITIONAL BENEFITS FLEXIBLE FOR YOUR EVENT

- Wish Matching by Theme & Location
- Additional Social Media & Marketing
- Collaboration with 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.

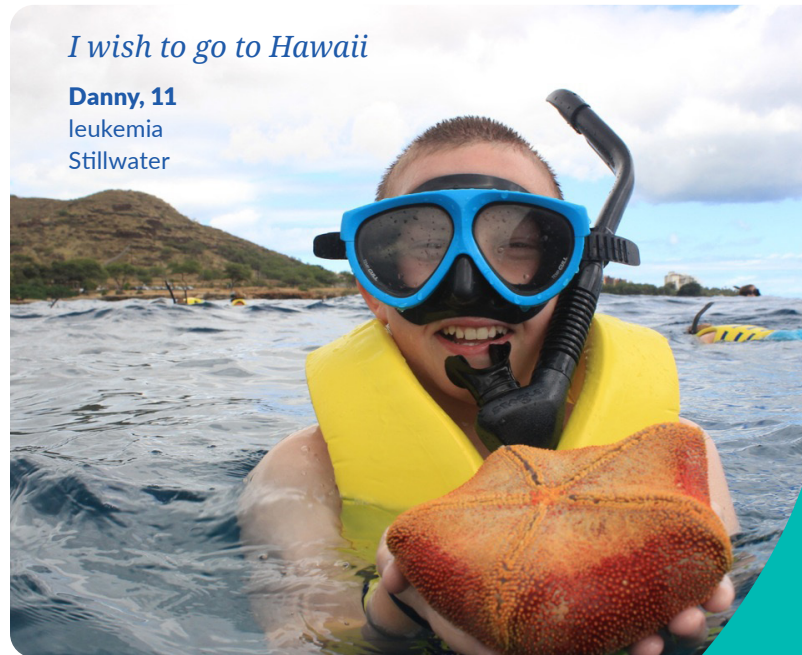
For accounting and security purposes, Make-A-Wish prefers to receive a check instead of coins or cash. Please deposit the coins and send the funds to the Make-A-Wish Minnesota office in the form of a check. Net proceeds from the program should be submitted within 30 days of the conclusion of the campaign.

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 you want 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 Brekka Nessler, Manager of Development Operations, at bnessler@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:

WHAT MAKE-A-WISH ASSETS ARE MOST IMPORTANT TO YOU? (CHECK ALL THAT 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