

WHO YOU SHOULD ASK

Retail Stores

- Retail stores may be potential donors.
- Check with chapter staff before approaching any chain retailers; many stores will ask you to contact their corporate offices, which may take you outside of your chapter's territory.

Chapter Office

Chapter staff can help determine various in-kind opportunities available to your wish granting team to utilize during the wish process, including:

- Toys from a wish closet for icebreaker gifts.
- Donations for enhancement gifts.
- Recommendations about local vendors to approach for a donation.
- Other chapter-specific resources.

Once a wish is determined:

- Work closely with your partner and chapter staff to develop a plan.
- Communicate regularly with chapter staff.
- Note any existing chapter relationships with businesses.

Local Businesses

Many local businesses want to give back to their communities and this is a great way to engage them in our mission.

- Donate goods for an event.
- Donate services to grant a wish.
- Donate items for a wish and/or wish enhancement.

Family, Friends and Co-workers

Contributions of friends, family and co-workers can help Make-A-Wish cultivate new relationships in the community.

- People may be inspired by our mission, but unsure how to assist outside of a cash donation.
- Family, friends and co-workers may be interested in supporting Make-A-Wish through the donation of icebreakers and enhancements for a wish.
- They may also be able to contribute their professional skills to help complete a wish.
- Small business owners may be willing to donate an item for an event.

Personal Donation

- Volunteers can optionally choose to make an in-kind donation.
- If you contribute towards a wish, you will need to complete the required documentation.
- Every donation counts – especially yours!

WHO YOU SHOULD **NOT ASK**

Companies Headquartered Outside of the Chapter Territory

- Each chapter maintains relationships with their local businesses and donors.
- If a company is outside of your chapter's territory, please do not reach out to them.
- If directed to contact "corporate headquarters" by a local franchise, contact chapter staff prior to moving forward.
- We do not want to jeopardize any relationships for another Make-A-Wish chapter.

Local Sports Teams

- Chapter staff work closely with sports teams inside the chapter's territory.
- Prior to reaching out to a local team or player for tickets and/or autographed items, contact chapter staff to determine the appropriate steps.
- This process will help ensure fair treatment for all of our wish children while protecting any relationships the chapter has built with the team.

National Corporate Sponsors

- We work hard to cultivate relationships that can have a lasting impact on many wish children and provide one-of-a-kind wish experiences.
- Please refrain from making additional asks of businesses that are already national corporate sponsors.
- If you think a national corporate sponsor might be able to help fulfill a specific wish or event request, please discuss your ideas with chapter staff.
- Click [wish.org/ways-to-help/sponsorships/current-sponsors](https://www.wish.org/ways-to-help/sponsorships/current-sponsors) for a current list of sponsors.

Entertainment & Sports Related Figures

- National Office maintains all relationships for entertainment and national sports figures.
- Respect the time these individuals provide when granting wishes.
- **Do not request in-kind donations, even if you:**
 - Know the individual personally.
 - Have a mutual connection with the individual.
 - Believe you can "ask" through various media outlets.