



WISH WEEK

Wish Week is one of the most popular fundraising events held by schools. It is a week's worth of fundraising, made up of various activities. Wish Week can happen anytime; although it often culminates around an already existing event, such as homecoming, prom or a rival sports game. Choose a time that will encourage the most participation from your school!

SAMPLE WISH WEEK SCHEDULE

- MONDAY** Opening Assembly with Miracle Minute, Pajama Day and Restaurant night
- TUESDAY** Dodgeball Tournament and Tourist for a Day
- WEDNESDAY** Movie Night in the Gym, Hat Day and Restaurant Night
- THURSDAY** Teacher Talent Show and Beach Day
- FRIDAY** Closing Assembly with Miracle Minute and final check presentation, Spirit Day/ Wish Week T-Shirt!

“Wish Week is more than raising money. It means putting yourself second to someone who needs your help. It gives you the ability to greatly impact the life of your peer in the most positive manner possible.”

- Chaparral High School Student





FUNDRAISING IDEAS

While there are many amazing ways to raise money, the below list is a great starting resource if you need a little help figuring out what kind of activity you'd like to put together. Your school/group can implement any of the below ideas, mix and match, or come up with something different!

Don't forget: your Make-A-Wish contact is always here to help brainstorm and/or strategize with you.

'THONS

Host a danceathon, walkathon, readathon or any other type of 'thon you can think of! All participants encourage their friends and family to make general donations and/or pledges for each minute they dance, lap they walk/run, minute they read, etc.

DRESS UP DAYS

Who doesn't love to dress up (or down)? Participants donate to dress up in some way. The options are endless: movie characters, sports teams, crazy hats, pajamas, salad dressings (yes, you read that right: Ranch = cowboy/girls, French = berets, etc.) Or, dress down in casual clothes if your school/group has a uniform or dress code.

SELL IT

Sales fundraisers are a "win-win" for everyone! You can create your own or choose from some of these ideas: bake, garage, cookbook, candy grams, holiday gift baskets, finals "survival" kits (think water, snacks, stress ball, etc.), flowers, wristbands, T-shirts, holiday-grams, 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***).

Planning to sell T-shirts and wristbands? A great idea is to sell them together as a Wish Kit! Most schools sell these for \$20-\$30, and some allow students to use the wristbands to get into related fundraising events for free. Now, that's a win-win!

WISH WALL

Want to really "show" your support? Sell Make-A-Wish paper stars for donations of \$1 (or more) and hang them around the building. Create a "Wish Wall" in a high traffic area for everyone to see.

GOT CHANGE?

Give everyone a meaningful way to get rid of all that spare change they've been holding onto! Lots of variations for this one - from penny stall (teachers can't start class until all change is counted) to penny wars (each grade tries to collect the most pennies; other grades "sabotage" using silver coins) or money week (bring in a different coin each day of the week; Monday = pennies, Tuesday = nickels, and so on).

MIRACLE MINUTE

This one takes just a minute, but the potential impact can last a lifetime! During an assembly, pep rally, sporting event or other activity, introduce the Miracle Minute as a chance for the audience to use their spare change - or dollars - to help make wishes come true. Set the clock on the scoreboard or use a timer for one minute and pass donation buckets through the stands (with volunteers standing by). If possible, give the total of how much was raised before the end of the event so everyone can celebrate!



FUNDRAISING IDEAS (CONT.)

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 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!

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, student 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?)!

PUT ON A SHOW

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

TAKE IT TO THE NEXT LEVEL WITH THESE TIPS!

- Sales are a great way to raise more money at most events (e.g., selling concessions at a sports tournament, program books at a talent show, T-shirts at family game night, etc.).
- Dine-out nights are a great way to easily enhance fundraising. Check to see which of your local restaurants offer a percentage back to schools/groups and consider scheduling some dine-out nights and promoting them to your supporters and feeder schools. Be sure to set one up for the day/night of your big event!
- Many fundraising ideas can be combined - try adding a Miracle Minute or wish star sales to your event and watch those results increase!
- Up the ante by adding fun classroom, grade level or school-wide incentives like a pizza or ice cream party for the highest fundraising group.

FEATURED SCHOOL:

The Hilites Club at Highland Park High School is an all-girls club dedicated to service. Each year they host two school-wide dances where everything from admission to T-shirt sales benefits Make-A-Wish. These girls go above and beyond to make an impact in their community. The result? \$38,000 raised!

