



*I wish to be
a superhero*

Kaheem, 5
cancer

External Events Fundraising Toolkit

Make-A-Wish[®]
METRO NEW YORK AND
WESTERN NEW YORK

EXTERNAL EVENTS FUNDRAISING TOOLKIT

WELCOME

Thank you for your interest in fundraising for Make-A-Wish® Metro New York and Western New York! We are delighted you have chosen us to be the beneficiary of your external fundraiser. This toolkit includes ideas to help you plan and promote your efforts to support the Make-A-Wish mission. There are many ways your community can come together to help make life-changing wishes come true for kids with critical illnesses.

Your Make-A-Wish Metro New York and Western New York team is here to help:

- Caroline Ver Planck | cverplanck@metrony.wish.org | (646) 558-5562 (Metro New York)
- Jodie Antoniadis | jantoniadis@metrony.wish.org | (716) 810-9474, x4552 (Buffalo)
- Alyssa Ballou | aballou@wny.wish.org | (585) 272-9474, x4544 (Rochester)

ABOUT MAKE-A-WISH

Make-A-Wish Metro New York and Western New York is on a quest to bring every eligible child's wish to life, because a wish is an integral part of a child's treatment journey. **Research shows children who have wishes granted can build the physical and emotional strength they need to fight critical illnesses.**

Make-A-Wish is the world's leading children's wish-granting organization, serving children in every community in the U.S. through 58 chapters nationwide.

Since the founding of this chapter in 1983, more than 19,000 wishes have been granted for children battling critical illnesses in New York City, across Long Island, and in 17 counties in the Buffalo and Rochester areas. Together, generous donors, supporters, staff and more than 600 volunteers help grant hundreds of wishes each year for kids in our local communities.

For more information about Make-A-Wish Metro New York and Western New York, visit wish.org/newyork.



Every Hour of Every Day

three children are diagnosed with a critical illness. Every one of these kids needs a wish to give them hope and joy - **and these wishes need YOU.**

EXTERNAL EVENTS FUNDRAISING TOOLKIT

STEPS TO SUCCESS



STEP 1: Review this Toolkit and Complete the Community Fundraising Agreement Form

This toolkit is loaded with tips and ideas on how to organize an incredible fundraiser for Make-A-Wish. Review the ideas, read through our policies and guidelines, and complete the Community Fundraising Agreement Form.* It's that easy!



STEP 2: Set up Your Online Fundraising Page

Having a place to donate online and keep track of your fundraising is key. Make-A-Wish provides a free online fundraising page, along with a mobile app. Set a goal, add photos and event details, and invite others to join. Visit wishyourway.org to get started.



STEP 3: Plan Your Event

Now it's time to get to work! Make a detailed to-do list and add details around date and location of the event, any necessary permits or contracts needed, a donation collection plan, budgeted expenses, volunteer and staffing needs, and attendance/fundraising goals.



STEP 4: Promote Your Event

Marketing your event and creating a buzz will make it much more successful. Create an event flyer with a QR code linked to your fundraising page so people can sign-up and donate. Create a calendar listing and share your event throughout social media. Please refer to the *Make-A-Wish Brand Guidelines* in this toolkit.



STEP 5: Host an Amazing Fundraiser

HAVE FUN! Make-A-Wish is all about bringing hope to kids living with critical illnesses. Your fundraising will help make more life-changing wishes possible. Make sure to say thank you to all your donors and create a post-event plan for communication and photo sharing.



STEP 6: Post-Event Wrap Up

After your event, be sure to let us know how it went! We can't wait to celebrate your successes and hear any feedback. Please send all funds collected to the Make-A-Wish Metro New York office within 30 days of the completion of your event (see the last page of this guide for office addresses).

*Your local Make-A-Wish representative will send you the agreement form to sign and return.

EXTERNAL EVENTS FUNDRAISING TOOLKIT

GETTING STARTED/PLAN YOUR EVENT

- **Organize a planning committee.** Bring together your friends, family, coworkers—anyone who shares a similar interest in raising funds for the Make-A-Wish mission.
- **Brainstorm and Identify Your Fundraising Event.** What kind of event would you like to host? Who is your ideal audience? Where would you like to host it?
- **Determine how you are going to raise funds** and set your fundraising goal.
- **Create a Plan.** Set a date for your fundraiser and create a detailed list of tasks and a timeline.
- **Create your fundraising page** and start spreading the word.

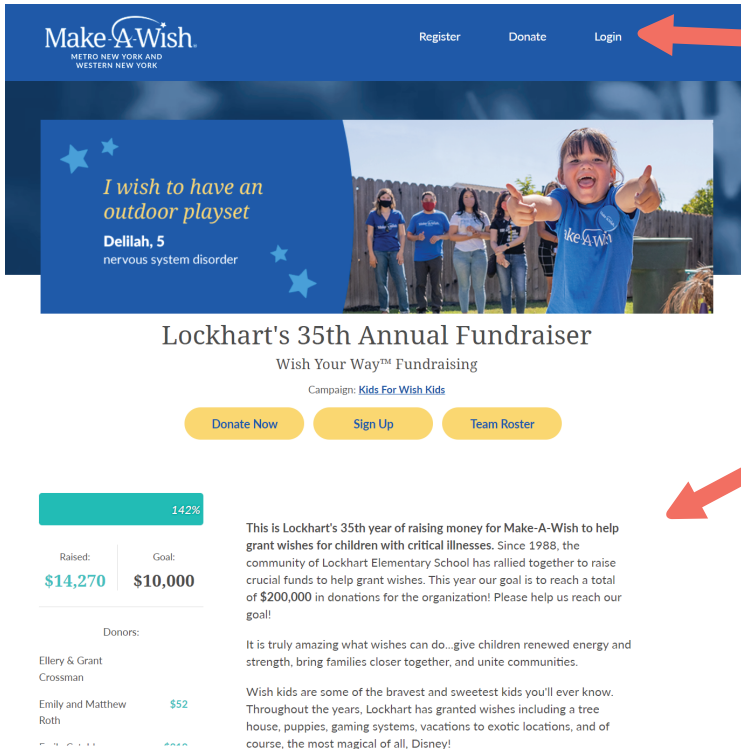


EXTERNAL EVENTS FUNDRAISING TOOLKIT

YOUR ONLINE FUNDRAISING PAGE

You can register for online fundraising by visiting wishyourway.org. To register, select Start a Fundraiser. Login or create an account, then follow the prompts.

If you need any support, please contact your local Make-A-Wish Metro New York and Western New York chapter staff partner - Caroline (Metro), Jodie (Buffalo) or Alyssa (Rochester).



LOG INTO your Participant Center

ADD your photo

TRACK your fundraising progress in real-time

Tell people **WHY** you are fundraising

DOWNLOAD the app



Telling Your Story

- **Tell People What You Are Doing** – *“More wishes are waiting than ever before. I’m hosting a fundraising event on behalf of Make-A-Wish. I am striving to raise \$10,000 for Make-A-Wish to help grant life-changing wishes for wish kids who need it most.”*
- **Include How They Can Help** – *“When a wish is granted, a child replaces fear with confidence, sadness with joy and anxiety with hope. I have seen firsthand the power of hope and pure joy when a wish is granted. I am supporting Make-A-Wish to make more wishes possible. If you can, please help by donating today. Every dollar matters.”*
- **Include Visuals** – Your fundraising page includes space for two photos.
- **Keep It Short and Sweet** – We are bombarded with content and most people skim the info they see. Tell your story in a concise and compelling way.
- **Use online fundraising as an option for those who cannot attend an in-person event.**

EXTERNAL EVENTS FUNDRAISING TOOLKIT

HELPING YOU HELP US

What Make-A-Wish can do to support your fundraiser:

- Assist with expert fundraising advice and access to a customizable fundraising page.
- Provide you with Make-A-Wish Metro and Western New York logo and share images, videos and stories to share and promote our mission.
- Provide you with a letter of support to endorse your solicitations of donated items and event spaces.
- List fundraising event on our calendar of events on website.
- Provide you with promotional items (based on availability).
- Provide assistance and guidance creating event flyers.
- Provide tax receipts for donations made payable directly to Make-A-Wish Metro New York and Western New York.

What we cannot do:

- Guarantee event attendance of Make-A-Wish Metro New York and Western New York staff or alumni (subject to availability).
- Secure volunteers for your event.
- Pay event-related expenses.
 - Because your fundraiser is not organized by Make-A-Wish, we are unable to pay event expenses. We recommend keeping costs at 30% or lower of the event's proceeds, with at least 70% of all donations go to Make-A-Wish.
- Provide mailing lists of donors, vendors, board members or other affiliated constituencies contact or mailing information of our donors and vendors.
- Accept coins or cash - For accounting and security purposes, Make-A-Wish prefers to receive a check instead of coins or cash. Please deposit cash/coins and send the funds to your local Make-A-Wish office in the form of a check.



EXTERNAL EVENTS FUNDRAISING TOOLKIT

MAKE-A-WISH BRAND GUIDELINES

OUR NAME

In all materials, our chapter name **must** appear as:

“Make-A-Wish® Metro New York”
or
“Make-A-Wish® Western New York”

The registered trademark symbol (®) should be included when the chapter name is used in a headline or in the first instance in text. **The words “Make,” “A,” and “Wish” must all be capitalized and separated by hyphens (Make-A-Wish).**

OUR LOGO

Once your community fundraising agreement has been approved, we are able to send you the Make-A-Wish logo upon request and approval. The logo must never be used in the title of the event or within a sentence; Make-A-Wish should be typed. The logo must stand separately.

FONTS AND COLORS

The organization’s preferred fonts are Lato and Droid Serif. Arial or Georgia can be substituted.

Make-A-Wish Blue



PMS 2935 C
C100/M52/YO/K0

HEX # 0057B8
R0/G87/B184

LANGUAGE

Please refrain from using terms that are contrary to our mission, such as “terminally ill,” “dying,” or “last wish” when referring to our wish children. The majority of our wish kids live with – or beat – their critical illnesses. Each and every chance we get, let’s focus on the positive, life-affirming nature of a wish-come-true. **Here is some sample language to use:**

- For a majority of our wish kids, a wish serves as a catalyst to better health.
- The majority of kids whose wishes we grant go on to beat their illnesses and live typical, healthy lives.

As stated in our mission, we serve “children with critical illnesses.” This is not just the expression we use, but also the most accurate and complete description of the population we serve. Please also do not reference a specific illness in your promotional posts - we serve kids with many different conditions.

ADVERTISING

The Better Business Bureau Wise Giving Alliance has established standard guidelines as to how you must indicate that your fundraiser is benefiting Make-A-Wish Metro New York. **The language listed below should apply to all event materials and collateral.**

- If **all the money collected** is going to Make-A-Wish:

100% of proceeds benefit Make-A-Wish® Metro (or Western) New York.

- If all the **money minus your expenses** on the event are going to Make-A-Wish:

___% of the proceeds benefit Make-A-Wish® Metro (or Western) New York.

- If a **specific dollar amount** in the purchase of a product is going to the foundation:

You must **state the dollar amount**. Example: For every car we sell on Sunday, \$100 will go to Make-A-Wish® Metro (or Western) New York.

- If a **percentage of the proceeds** are going to benefit, Make-A-Wish:

You must **state what percentage of the proceeds** will benefit the organization. Example: 25% percent of the proceeds to benefit Make-A-Wish® Metro (or Western) New York.

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KEEP IN TOUCH

Thank you for your support of Make-A-Wish. Every child deserves a childhood. Our mission - to create life-changing wishes for children with critical illnesses - gives them a piece of childhood back.

Our team is here to help you make your fundraiser a great success. Please don't hesitate to reach out with any questions or concerns.

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