

I wish for a puppy

Mallory, 10
Leukemia



WISH WEEK[®] PLANNING GUIDE



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WELCOME TO WISH WEEK®!

Wish Week is part of the Make-A-Wish Kids For Wish Kids® program, which gives students the chance to raise funds to help grant life-changing wishes for kids with critical illnesses. Students are responsible for the program; from brainstorming fundraising ideas, to developing a plan of action and then seeing their ideas come to life. Teachers and parents often serve as advisors, but ownership of the project belongs solely to the students involved.

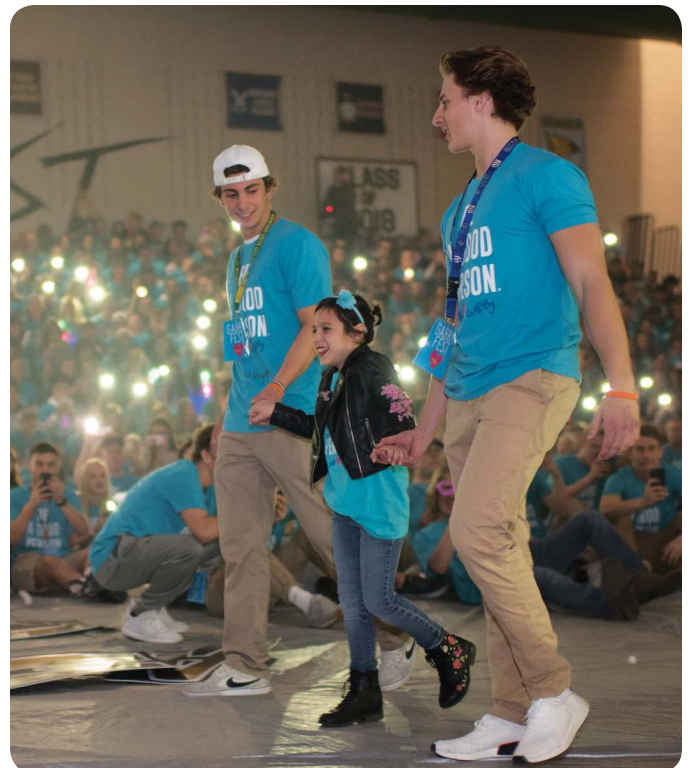
WISH WEEK OVERVIEW

WHO?

YOU! Students around the country are engaging friends and family, leading others and hosting successful Wish Week fundraisers at their schools. An individual, group of students or club (like Student Council or Key Club), or small committee can start Wish Week; and teachers, principals and club advisors are often excellent resources. We trust you to keep adults in the loop for permission and help as needed.

WHAT?

Wish Week is a fundraising campaign held at your school in support of the Kids For Wish Kids program and the Make-A-Wish mission to grant the wish of every eligible child. Students can create their own ways to raise funds during Wish Week or combine their efforts with existing school events, like homecoming or spirit week. Many schools have different activities planned for each day of the week, while others plan one or two fundraisers to take place during the week. It's totally customizable!





WISH WEEK OVERVIEW (CONTINUED)

This planning guide contains ideas for daily fundraisers that can be held during your Wish Week. Choose from the list of suggested fundraising ideas or come up with your own! Successful Wish Week fundraisers often include:

OPENING ASSEMBLY

Bring your school together for an opening assembly to kick off your Wish Week and get students excited!

SPIRIT DAY

Create a theme for the day and encourage students to make a donation to dress in theme or costume. Base your theme on your favorite wish story to help connect to the mission.

SALES EVENTS

Sell food, Make-A-Wish swag, or other items before, during, or after school.

SPORTING EVENT OR TOURNAMENT

Hold a sporting event or tournament and charge students/staff admission to watch or compete.

'THONS

Hold a walkathon, danceathon, or any other type of 'thon and encourage students/staff to get pledges from friends and family.

MIRACLE MINUTE COIN DRIVE

Challenge students/staff to donate their change – or dollars – to see how much your school can raise in just one minute!

GRAND FINALE

Host a grand finale fundraising event and celebrate your success!

WHERE?

Wish Week fundraisers are usually held on a school campus but can also take place at a local venue or restaurant.

WHEN?

Wish Weeks can happen anytime; although they often culminate around an already existing event, such as homecoming, spirit week, or prom. Consider the timing carefully, especially if you want your Wish Week to become an annual event. It's good to hold your Wish Week at the same time each year, so students and the community will expect it and get excited.

WHY?

Wishes have proven physical and emotional benefits that can give kids with critical illnesses a higher chance of survival. And wishes not only help these children – they also have far-reaching, positive impacts on their families and communities. In addition to giving students the opportunity to help grant wishes, Wish Week can unite your school community and create a better understanding of:

- The value of community service
- Entrepreneurship
- Volunteerism
- Money management
- Leadership skills
- School spirit
- Teamwork



WISH WEEK OVERVIEW (CONTINUED)

HOW?

1. CHOOSE YOUR ACTIVITIES

Review this planning guide and the Kids For Wish Kids toolkit for ideas, tips, and guidelines; then choose the activities you'd like to include in your Wish Week (or come up with your own creative ideas!).

2. SET UP A MEETING WITH YOUR PRINCIPAL OR DIRECTOR OF STUDENT ACTIVITIES

Getting adult leaders involved will greatly increase the success of your Wish Week. The more involvement within the community you have, the more people will be willing to donate and help your cause. Talk to them about possibly getting other schools in the district involved and be sure to get permission for your activity ideas.

3. RECRUIT YOUR PEERS

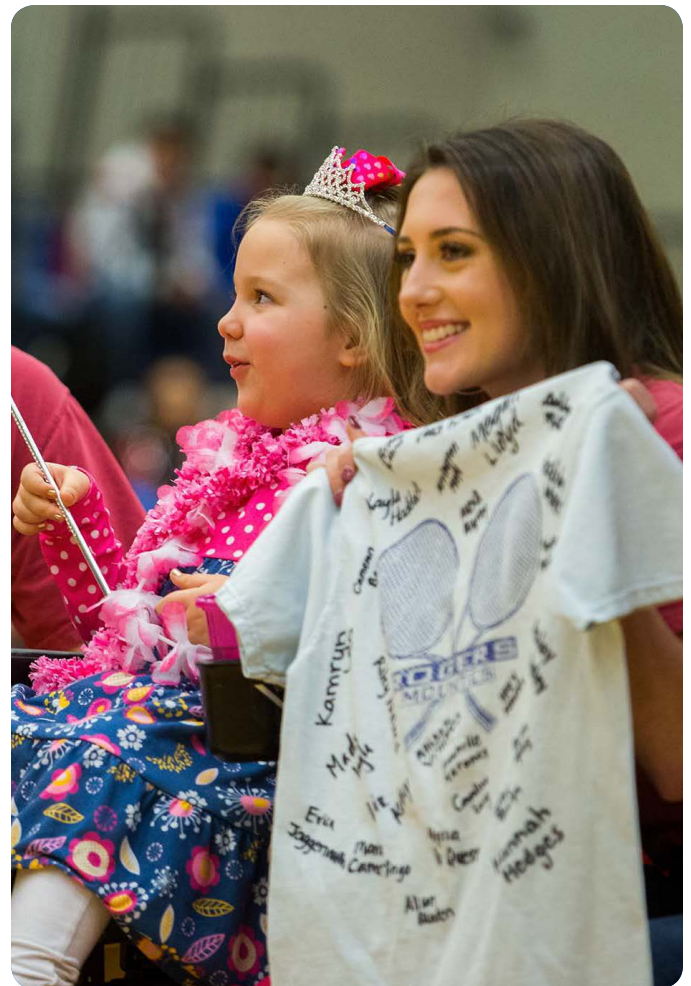
Recruit your peers and encourage them to get involved in Wish Week. Tell everyone you know to spread the word about Wish Week and why you are raising money for Make-A-Wish.

4. SET A FUNDRAISING GOAL

Use this planning guide to help set a fundraising goal for your Wish Week. Invite your peers, friends, and family to donate to help reach your Wish Week fundraising goal.

5. TURN IN THE KIDS FOR WISH KIDS FUNDRAISING FORM

Be sure to complete the Kids For Wish Kids fundraising form provided by your Make-A-Wish staff partner. Use the form to let us know your awesome plans so we can support you every step of the way!





MEET GILIANI

Giliani's one true wish was to experience a real winter just like the one in her favorite movie. To celebrate her recovery from surgery, she got to do just that in the frosty mountains of Vermont.

Today, Giliani knows all about winter – from the feeling of the snowflakes on her cheeks to the crunching sound of her gloved hands creating a perfect snowball. And thanks to Make-A-Wish, she knows that there are great possibilities despite the challenges she faces.

WISH IMPACT

Every 20 minutes, a child is diagnosed with a critical illness. Every one of these kids needs a wish to help give them strength and joy.

Research shows that wishes can help children feel stronger, more energetic and more willing and able to battle their critical illnesses. For many, it marks a turning point in their fight against their illnesses.

When a wish is granted, a child replaces:

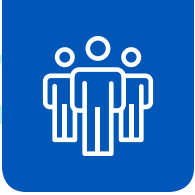
- fear with confidence
- sadness with joy
- anxiety with hope

Thanks to your support, together, we are creating life-changing wishes for children with critical illnesses.



I wish to be a butterfly in the snow

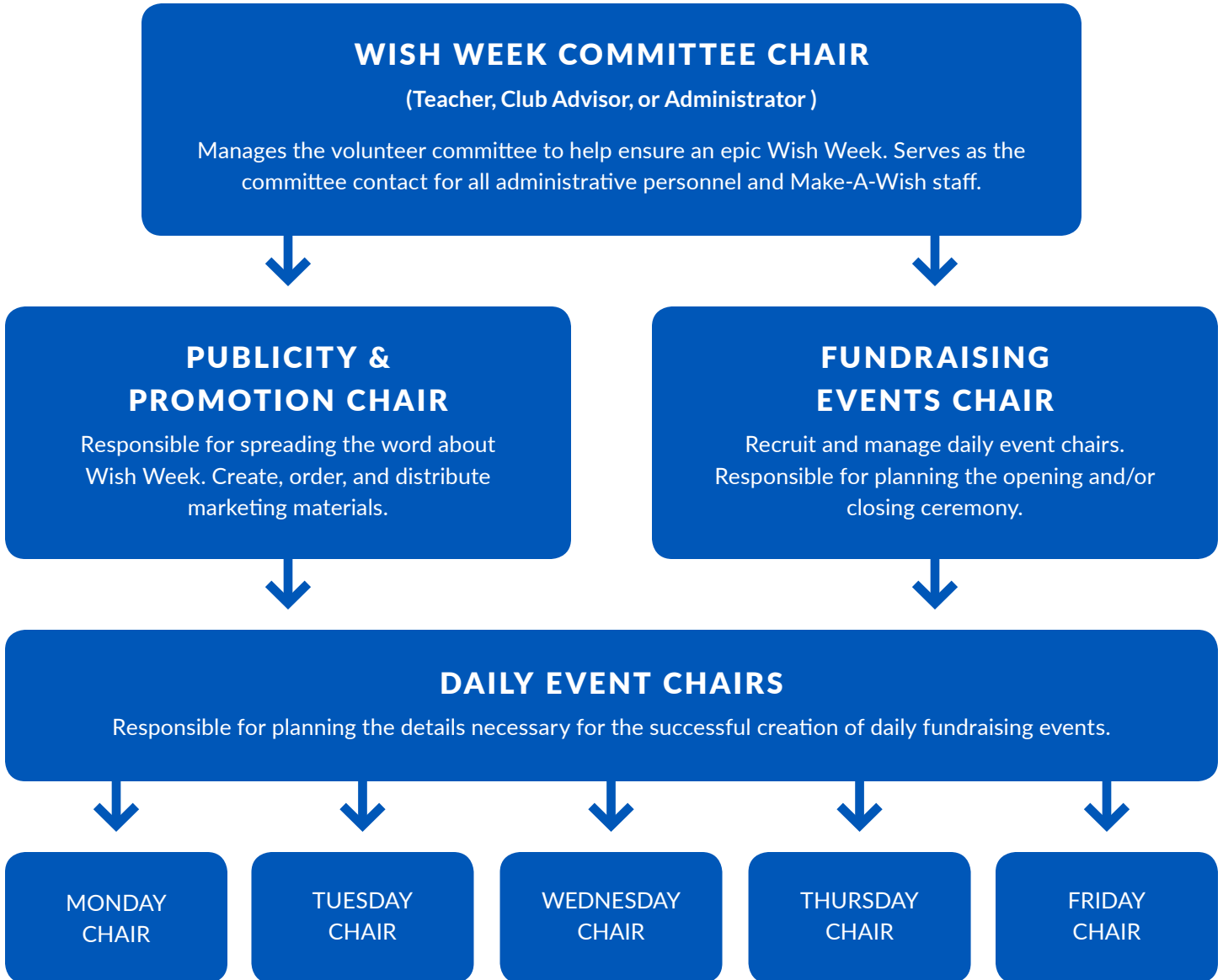
Giliani, 5
blood disorder



PREPARING FOR WISH WEEK

THE PLANNING COMMITTEE

Many schools will form a Wish Week Committee to lead the efforts – check out a sample committee structure below!



REMEMBER:
MAKE-A-WISH STAFF IS AVAILABLE TO HELP THROUGHOUT YOUR PLANNING!



WISH WEEK ASSEMBLIES

OPENING & CLOSING ASSEMBLIES

Holding an opening assembly is a great way to get your school and students excited about Wish Week – and to rally around the Make-A-Wish mission! Many schools hold their opening/kickoff Wish Week assemblies on the Friday before activities are set to begin. On the final day of Wish Week, a closing assembly is the perfect way to wrap up and celebrate your hard work and success.

TOTAL PLANNING & EVENT EXECUTION TIME

<5 hours

ITEMS NEEDED

Location
Sound system

OPTIONAL

Make-A-Wish guest speaker(s) & video

STEPS TO SUCCESS

- Determine whether you will be hosting an opening or closing assembly (or both!).
- Work with your school administration to identify the best day and time for the assembly.
- Contact your Make-A-Wish staff partner to request a guest speaker.
- Secure a location for the assembly.
- Make logistical arrangements:
 - Have you secured approval from the appropriate school teachers and/or administrators?
 - How long will the assembly last (30–45 minutes is recommended)?
 - What is the agenda?
 - How will you make the event fun with giveaways, music, decorations, etc.?
 - Will you fundraise with a Miracle Minute (see next page) at the assembly?

- What equipment is needed for the event?
- How many volunteers do you need?
- How will you collect and secure the funds raised?

REVENUE POTENTIAL

Limitless! Miracle Minute revenue varies based on the size of the student body, but schools have reported totals as high as \$9,000!

COSTS TO CONSIDER

- Giveaways (optional)
- Decorations (optional)



SAMPLE OPENING ASSEMBLY AGENDA

1. WELCOME

Presented by: School Administrator or Student Body President

2. MAKE-A-WISH OVERVIEW & WISH WEEK: WHY WE DO IT

Show video or have Make-A-Wish speaker

3. WISH WEEK: WHAT TO EXPECT

Presented by: Wish Week Committee

4. CLOSING, MIRACLE MINUTE INTRODUCTION, AND IMPLEMENTATION

Presented by: Wish Week Committee

5. MIRACLE MINUTE

Presented by: Wish Week Committee

SAMPLE CLOSING ASSEMBLY AGENDA

1. WELCOME

Presented by: School Administrator or Student Body President

2. WISH WEEK HIGHLIGHTS

Presented by: Wish Week Committee

3. WORDS OF APPRECIATION

Presented by: Make-A-Wish guest speaker or Wish Week Committee

4. MIRACLE MINUTE INTRODUCTION AND IMPLEMENTATION

Wish Week Committee – Give a final push to your school to help meet or exceed your Wish Week fundraising goal!

MIRACLE MINUTE OVERVIEW

Miracle Minute takes just a minute, but the potential impact lasts a lifetime. During your all-school assembly, introduce the Miracle Minute as a chance for students/staff 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 heavy supervision from volunteers) as part of the program. See how much your school can raise by emptying their pockets and dropping in loose change or dollars. If possible, give a total of how much was raised before the end of the assembly (or the end of the day) to get students excited.



DAY

1

SPIRIT DAY

Show your support for wish kids and the wishes that change their lives with a school-wide spirit day!

Create a theme for the day and allow students to purchase a bracelet for \$5-10 to be able to dress up for the day; or allow them to make a donation. Check with your principal to ensure your dress-up days are compliant with school policy.



Total Planning and Event Execution Time:

<3 hours

Items Needed:

- Promotional Materials

REVENUE POTENTIAL



Example:

200 participants x \$5 donation each = \$1,000

COSTS TO CONSIDER

If you'd like to incorporate Make-A-Wish bracelets with your spirit day, check in with your Make-A-Wish staff partner to determine any costs your school might need to cover.

STEPS TO SUCCESS

- Determine what kind of spirit day you will plan and promote.
- Spread the word! Use all of the promotional opportunities available to you: morning announcements, posters around school, classroom/teacher announcements, social media, etc.
- Make logistical arrangements – While the look and feel of spirit days can vary, some basic questions should be answered as part of every planning process.
 - Have you secured approval from the appropriate school teachers and/or administrators?
 - What kind of spirit day will you host?
 - Are donations required or recommended?
 - What is the minimum donation amount?
 - How and where will the donations be collected?

SPIRIT DAY IDEAS

School Spirit

Wear school colors to show your loyalty to your school and your support of Make-A-Wish.

Aloha Day

Dress up in leis, grass skirts, and Hawaiian shirts.

Decade Day

Dress up in attire from your favorite decade.

Western Day

Dress up in cowboy boots, jeans, and cowboy hats.

Thrift Store Prom

Go to the thrift store and grab a prom dress or suit.

Make-A-Wish Spirit Day

Wear blue and white (Make-A-Wish colors) to show your spirit for the thousands of kids who are eligible for wishes.

Hat Day

Hats are typically forbidden at school, but not on Hat Day. Your donation to Make-A-Wish makes breaking the rules possible.



DAY

2

SALES EVENTS

Selling Make-A-Wish paper stars, products, food, or other items is a great way to raise money for Make A-Wish. Schedule a sales day and encourage everyone to participate before, during, or after school. Or, your sales events can take place every day of Wish Week.



Total Planning and Event Execution Time:

<5 hours

Items Needed:

- Product(s) to sell
- Date, time, & location for event
- Signage
- Long table & chairs
- Money box & change
- Gloves (to serve food)
- Paper towels or napkins to serve food
- Organize a group of students, parents, or faculty to sell products before or after school, or during lunch

REVENUE POTENTIAL



Revenue potential varies significantly based on the product you choose to sell. Use this generic formula to help:

(# of products sold X sale price) – cost of products = Revenue Potential

STEPS TO SUCCESS

- Determine what you will sell.
- Place product order with the appropriate vendor (restaurants, Make-A-Wish office, etc.).
- Spread the word! Use all of the promotional opportunities available to you: morning announcements, posters around school, classroom/teacher announcements, etc.
- Make logistical arrangements –
 - Have you secured approval from the appropriate school teachers and/or administrators?
 - How will the products arrive at school? Are items being shipped or do you need to make arrangements for pickup?
 - How will you pay for the initial cost of the product?
 - How much will you charge for the product?
 - How many volunteers do you need?
 - Where will the money be stored before, after, in between sales?

COSTS TO CONSIDER

Initial cost of product (offset this cost by asking students to bring items to donate or pursuing donations from local businesses).

**Before contacting any businesses, be sure to reach out to your Make-A-Wish staff partner to let them know your plans. This will help us ensure there is no duplication of efforts that may be currently under way.*



DAY

2



To request stars and/or bracelets for your Wish Week, please reach out to:



SALES EVENTS

FOOD SALES & DINE-OUT NIGHTS

Sell pizza, snack items, have a bake sale, or get food items donated and charge students a set price. Dine-out nights are also 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. Be sure to set one up for the day/night of your big event!

SHIRT SALES

Create a fun T-shirt design for your fundraiser and sell it to your students and staff. Look for a local t-shirt manufacturer or marketing company in your area or find a t-shirt design company online. There are even some online companies that allow you to design & sell your shirts online. Be sure to share your t-shirt design with your Make-A-Wish staff partner for logo usage approval before going to print!

MAKE-A-WISH STARS

Create a gallery wall of support for Make-A-Wish. Students purchase paper stars for \$1 (or more!), sign their name and post it on the wall.

MAKE-A-WISH BRACELETS

Students show their support of Make-A-Wish by purchasing (recommended donation is \$5) and wearing a blue bracelet.

WISH KITS

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!



DAY

3

SPORTING EVENTS OR TOURNAMENT

Why not get a little exercise while you make a difference?



Total Planning and Event Execution Time:
5-10 hours

Items Needed:

- Date, time, & location for event
- Promotional materials
- Sales items (optional)
- Check in table for teams & participants to check in when they arrive
- Money box and change
- Copies of bracket (if needed) posted on easily accessible walls
- Whistles for referees
- A stopwatch to keep game time for each court

REVENUE POTENTIAL



Charge teams to participate (\$20-30 a team and sell tickets (\$5-10) to watch the game).

Example:

100 attendees x \$5 average seat for tickets = \$1,000

20 teams x \$30 per team = \$600

Proceeds from sales = TBD

STEPS TO SUCCESS

- Spread the word! Use all of the promotional opportunities available to you: morning announcements, posters around school, classroom/teacher announcements, social media, etc.
- Consider selling refreshments, Make-A-Wish bracelets and stars, and/or other items to raise additional funds.
- Make logistical arrangements -
 - Have you secured approval from the appropriate school teachers and/or administrators?
 - What type of a sporting event or tournament will you hold?
 - When and where will the event take place?
 - How much will you charge for participation in the game? Will you sell tickets for students, parents and teachers to attend the game?
 - If you are selling any refreshments or items, what will you sell, what will the cost be, and who will be in charge of the sales?
 - Who is responsible for bringing change?
 - How many volunteers do you need?

SPORTING EVENT IDEAS

- 3-on-3 Basketball tournament
- Dodgeball tournament
- Four-square tournament
- Volleyball tournament
- Students vs. teachers tournament
- Teachers vs. administrators tournament



DAY

3



COSTS TO CONSIDER

- Refreshments
- Equipment

SPORTING EVENTS

(CONTINUED)

GETTING STARTED

- Determine an entry fee. We advise charging \$20–30 per team, which equals \$10–15 per participant. Have teams wear a similar color so you can identify teams. Decide how much to charge event attendees or if you want to ask for a suggested donation.
- Establish rules. Decide how long games will last. Decide if your tournament will be single elimination, double elimination, or round robin.
- Create an entry form. The entry form should list the rules of the game and the details of the date, place, and start time of the tournament. The entry form should include team participants' names, grade level, team name, entry amount, contact person, and phone number. Have each team turn in the entry fee with the entry form.

LOGISTICS

- Once you have received the students' entry forms and money, create a bracket for the tournament.
- Once you have the teams placed in the bracket, set times for each game. Each team should have a start time for the first game and include start times for second and third round games.
- Make copies of the bracket and send a bracket home with each team or each student so each team knows its start time.
- Don't forget to get referees for the game!



DAY 4

FUNDRAISING OPPORTUNITY: 'THON EVENTS

Choose an activity and do lots of it! All participants invite their friends and family members to make pledges based on how long they will participate in the activity (laps walked, minutes danced, etc.) or set a donation amount to Make-A-Wish.



Total Planning and Event Execution Time:

5-10 hours

Items Needed:

- Appropriate location
- Any necessary equipment
- Donation sheets (ask your Make-A-Wish staff partner)
- Registration forms

REVENUE POTENTIAL



100 participants x \$20 average donation per person = \$2,000

STEPS TO SUCCESS

- Determine what kind of 'thon event you will plan.
- Spread the word, register participants and distribute donation forms. Use all of the promotional opportunities available to you: morning announcements, posters around school, classroom/teacher announcements, social media, etc.
- Make logistical arrangements –
 - Have you secured approval from the appropriate school teachers and/or administrators?
 - What is the best location for the event?
 - Will you accept pledges (collected after the event) or only upfront donations?
 - What equipment is needed to safely execute the 'thon?
 - Should you provide food or water?
 - What adult presence is necessary?
 - How many volunteers do you need? Have you determined the appropriate method for tracking laps walked or minutes engaged in the activity?
 - How will you collect the funds raised?



'THON EVENTS

(CONTINUED)

'THON EVENT IDEAS

WALKATHON OR JOGATHON

Walk or jog laps in the gymnasium or on the school track. Solicit pledges per lap walked or secure flat donations based on a pre-set number of laps.

DANCEATHON

Create a new event where participants dance 'til they drop (not literally, please) or include a Make-A-Wish danceathon as part of an existing school dance. Solicit pledges per minute danced or donate a portion of the ticket price.

PAINTATHON

Spruce up your school and support Make-A-Wish at the same time. Find out from administration what rooms need a fresh coat of paint and get to work. Solicit pledges per minute worked, rooms completed or straight donations.

COSTS TO CONSIDER

- Refreshments
- Equipment



DAY

5

GRAND FINALE

Let's celebrate! The school has rallied around Make-A-Wish all week. A Grand Finale event will provide one last fundraising opportunity while celebrating your success. Think about planning the Grand Finale around an already existing event, like a big football game or homecoming.



Total Planning and Event Execution Time:
5-10 hours

Items Needed:

- Location for finale event
- Table and chairs
- Money and change

REVENUE POTENTIAL

Revenue varies based on the event.

COSTS TO CONSIDER

- Vary based on the event
- 100 tickets sold x \$10 ticket price = \$1,000

STEPS TO SUCCESS

- Determine what kind of Grand Finale event you will be planning.
- Secure an appropriate location.
- Spread the word! Use all of the promotional opportunities available to you: morning announcements, posters around school, classroom/teacher announcements, social media, school website, etc.
- Secure a location for closing assembly.
- Make logistical arrangements –
 - How will you raise money at the event?
 - What equipment is needed to execute the event?
 - How many volunteers do you need?
 - How will you collect the funds raised?
 - What will the program be for the closing assembly?
 - Will you have a guest speaker? Who do you want to thank?

GRAND FINALE IDEAS

FOOTBALL GAME

Homecoming or big rivalry games can serve as a fantastic culminating event to your Wish Week. Throughout the game, have announcers promote Wish Week and at half-time send volunteers throughout the stands with buckets to collect donations.

SCHOOL DANCE

Plan a school dance or join forces with an existing school dance and donate a portion of the ticket price to Make-A-Wish.



SAMPLE IDEAS FOR WISH WEEKS

Come up with your own creative ideas or grab one of the sample Wish Week plans below!

WISH WEEK #1

Friday Before Wish Week:
Opening Assembly with
Miracle Minute

Monday: Wear Your Spirit Day

Tuesday: Paper Star Sales

Wednesday:
Dodgeball Tournament

Thursday: Jogathon

Friday: Closing Assembly with
Miracle Minute

WISH WEEK #2

Friday Before Wish Week:
Promote Wish Week

Monday: Opening Assembly
with Miracle Minute/Spirit Day

Tuesday: Nacho Bar Sales

Wednesday: Danceathon

Thursday: Student vs. Teacher
Volleyball Tournament

Friday: Grand Finale:
Homecoming Game with
Half-time Donation Collection

WISH WEEK #3

Friday Before Wish Week:
Opening Assembly with
Miracle Minute

Monday: Spirit Day:
Make-A-Wish Colors

Tuesday: Make-A-Wish
Bracelet Sales

Wednesday: Spirit Day: Hat Day

Thursday: Basketball Tournament
& Dine-out Night at Local
Restaurant

Friday: Closing Assembly and
Grand Finale: Spring Dance

OUR WISH WEEK IDEAS

Friday Before Wish Week:

Friday:

Monday:

Notes:

Tuesday:

Wednesday:

Thursday:



PROMOTING WISH WEEK

The key to the success of your Wish Week lies in your ability to engage your school community before, during and after your fundraising activities. Choose from the ideas listed below and add your creative twists.

SCHOOL ANNOUNCEMENTS

A few weeks before Wish Week begin to introduce the concept 2-3 times a week. Don't get too detailed yet, but hint at the fun things to come. During Wish Week, focus on one day at a time, letting students know what is needed of them the next day.

SOCIAL MEDIA

Use social media to promote your Wish Week via Twitter, Facebook, and Instagram.

HASHTAGS

Students from around the country are participating in Wish Week programs. See what others are up to and show them how your school is doing by using **#wishweek** and **#kfwk**.

MAKE-A-WISH® SOCIAL MEDIA

Tag us, follow us, show us what you have going on!





PROMOTING WISH WEEK

(CONTINUED)

ONLINE FUNDRAISING

Take your efforts online! For tracking purposes, Make-A-Wish will register your school/group via our Wish Your Way online fundraising platform and provide you with a custom URL. Whether near or far, friends and family want to help. Give them the opportunity to show their support online and encourage students to create their own secure personal fundraising pages. You can also add your unique URL to your school/group website – it's a great way to get visitors to check out your Wish Your Way site and donate!

POSTERS, BANNERS, AND FLYERS

Hang Wish Week posters, banners, or flyers everywhere. Make sure your schedule of events is front and center.

LUNCHROOM ACTIVITIES

Take advantage of this time to show a quick Make-A-Wish video, do a skit promoting the next day's fundraiser or hold a themed contest (for example – best dressed for spirit day).

RADIO OR TV ANNOUNCEMENTS

Ask your school radio station to actively promote Wish Week. Provide suggested announcements for each day to ensure that the student body has accurate information about Wish Week activities.

CLUBS, SPORTS, AND AFTER SCHOOL ACTIVITIES

Engage extracurricular groups in the promotion of Wish Week activities. Invite sports teams to raise awareness by wearing royal blue bands on their arms during any games that take place during Wish Week. Student Council, Key Club, and National Honor Society all have community service requirements. Invite those students to serve as volunteers for your fundraisers and to help you spread the word.

TEACHERS

Keeping teachers in the loop is the first step to engaging them in Wish Week. One to two weeks prior to the kickoff assembly, deliver a letter to all teacher mailboxes on what to expect from Wish Week. Invite them to participate by incorporating Make-A-Wish themes into their lesson plans and ask that they provide verbal reminders regarding the ongoing fundraisers.

WISH WEEK TIME AND CHECKLIST

6 WEEKS OUT

To-Do's	Responsible	Finished? Y or N	Notes
Assemble the Wish Week Planning Committee			
Set meeting dates and times			
Determine the fundraising goal			
Choose daily fundraising activities			
Secure approval for all anticipated activities from school administration			
Contact your Make-A-Wish staff partner to share fundraising forms and request guest speakers			

5 WEEKS OUT

To-Do's	Responsible	Finished? Y or N	Notes
Create detailed action plans for each committee position			
Complete the Wish Week budget form			

4 WEEKS OUT

To-Do's	Responsible	Finished? Y or N	Notes
Create all school assembly plan			
Draft Wish Week promotional plan			

3 WEEKS OUT

To-Do's	Responsible	Finished? Y or N	Notes
Begin logistical planning for all-school assembly			
Focus on detailed planning of daily fundraisers (collect supplies, make logistical arrangements, etc.)			
Create promotional items (posters, flyers) and submit them to Make-A-Wish for approval			

WISH WEEK TIME AND CHECKLIST

(CONTINUED)

2 WEEKS OUT

To-Do's	Responsible	Finished? Y or N	Notes
Public promotion of Wish Week begins: prepare and inspire students with teasers of what is to come			
Continue detailed planning of daily fundraisers including volunteer recruitment			

1 WEEK OUT

To-Do's	Responsible	Finished? Y or N	Notes
Continue promotion of Wish Week			
Finalize assembly plans			
Finalize daily fundraising activity plans			

WISH WEEK!

To-Do's	Responsible	Finished? Y or N	Notes
Monitor and track daily fundraising results			
Make daily reminder announcements about the next day of activities			
Share updates/results via announcements, social media, school website, etc.			
Keep your Make-A-Wish staff partner posted on how the events are going			

BUDGET FORM

FUNDRAISING GOAL

BUDGET PREPARED BY

FUNDRAISING GOAL

Fundraising Sources	Estimated \$ Raised
Ex: Sponsorship / In-Kind Donation	\$500
Ex: Event Ticket Sales	\$1,000
	\$
	\$
	\$
TOTAL	\$

HOW MUCH IS...

Decorations	\$
Food & Beverage	\$
Entertaining	\$
Supplies	\$
Printing/Advertising	\$
Other	\$
TOTAL	\$

TOTAL DOLLARS RAISED

Total Dollars Raised	\$
Total Expenses	\$
Total Net Revenue (Income minus Expenses)	\$
PROJECTED TOTAL DONATION TO MAKE-A-WISH	\$



FREQUENTLY ASKED QUESTIONS

HOW MUCH OF THE MONEY RAISED GOES DIRECTLY TO GRANT WISHES?

Typically, 76% of the funds raised are used to grant the wishes of local children fighting critical illnesses.

HOW DOES MAKE-A-WISH GRANT WISHES?

A child with a critical illness who has reached the age of 2½ 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 team of two Make-A-Wish volunteers visits the child to determine his or her wish.

HOW SHOULD WE COLLECT THE FUNDS OUR SCHOOL/GROUP RAISES FOR MAKE-A-WISH?

Make-A-Wish encourages kids to creatively design a bucket or other collection container(s). Most groups find it necessary to have change available for fundraising activities. At the end of the program, the school or organization should submit a check for the total amount raised to Make-A-Wish.

WHO SHOULD COLLECT AND COUNT THE MONEY?

Collecting and counting funds is a great opportunity to involve the student council, key club or PTA/PTO. Cash collected can be deposited into the school's account and a check can be submitted to Make-A-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:

Please forward checks made out to Make-A-Wish within 8 weeks of the check date. Supporters who give checks and credit card donations in the amount of \$250 or more will receive a written tax acknowledgment from Make-A-Wish.

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 school or organization. These designated individuals should secure and monitor the cash in a safe or locked box until the money can be counted and deposited.

After your fundraiser, checks should be mailed directly to Make-A-Wish; while the school or organization tallies the money and combines the total campaign cash donations in a single check for forwarding to Make-A-Wish.

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



FREQUENTLY ASKED QUESTIONS

(CONTINUED)

WILL MAKE-A-WISH SOLICIT INDIVIDUALS WHO MAKE DONATIONS?

Donors who provide their physical address or email address will be included in Make-A-Wish mailing lists, unless otherwise instructed. Donors may receive Make-A-Wish newsletters, annual mailing appeals, invitations to special events or emails.

DOES MAKE-A-WISH TELEMARLET?

As a matter of national policy, Make-A-Wish does not engage in telemarketing or door-to-door solicitation.

CAN MAKE-A-WISH SECURE SPONSORSHIPS FOR OUR EVENT?

No. Make-A-Wish is responsible for procuring sponsorship, in-kind goods, and services for existing internal fundraisers and for wish-granting purposes only. However, you are welcome to secure sponsorships on your own. We ask that you please contact Make-A-Wish before reaching out to any sponsors for your event or promotion. This will help us ensure there is no duplication of efforts that may be currently under way.

Make-A-Wish has a “DO NOT CONTACT” list of businesses that we would like to share with you before you begin your outreach. Please make sure to keep track of businesses that you plan to contact and their responses so you can update Make-A-Wish throughout your plans and at the end of your event.

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, can be provided upon request. 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.



MAKE-A-WISH NAME, LOGO AND USAGE

- There are three appropriate colors that may be used to display the logo: Black / White / Pantone® 293 Blue

Together, we create life-changing wishes for children with critical illnesses.

Thank you for helping raise awareness about the important mission of Make-A-Wish by using the trademarks, including name and logo, in a way that is consistent with the organization's branding standards provided below:

TRADEMARK GUIDELINES:

Please note that "Make-A-Wish" is spelled with a capital "A" and has hyphens between the words.

Correct: Make-A-Wish

Incorrect: Make a Wish

- The logo may not be altered in font, color, configuration or position.
- The registration ® symbol must appear in superscript after the first and/or most prominent display of the Make-A-Wish name in your materials.
- Avoid making Make-A-Wish possessive (correct "the Make-A-Wish message" vs. incorrect "Make-A-Wish's message").
- The name and logo should never be altered for a specific event (i.e., "Bake-A-Wish").

PRIORITY GUIDELINES:

Focus on the positive! When talking about Make-A-Wish, please do not use words such as "terminally ill" or "dying," as many wish kids do not have a terminal condition. These labels can instill a sense of defeat and can be counterproductive as our wish kids continue to fight to overcome their illnesses.

WHEN IN DOUBT – REACH OUT!



THANK YOU FOR HELPING TO MAKE WISHES COME TRUE!