



*I wish to be a
superhero*
Kaheem, 5
cancer

External Events Fundraising Toolkit

PROUD SUPPORTER OF

Make-A-Wish[®]
ORANGE COUNTY AND
THE INLAND EMPIRE



WELCOME

Thank you for your interest in fundraising for Make-A-Wish Orange County and the Inland Empire! We are delighted you have chosen us to be the beneficiary of your external fundraiser. This toolkit includes all kinds of ideas to help you plan and promote your efforts to support Make-A-Wish. There are many ways your community can come together this year to help make life-changing wishes come true for kids with critical illnesses.

Your Make-A-Wish support team will be in touch soon to provide other helpful resources and answer questions.

ABOUT MAKE-A-WISH

Make-A-Wish 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. Headquartered in Phoenix, 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 1983, Make-A-Wish Orange County and the Inland Empire has granted over 8,000 wishes to children with critical illnesses in Orange, San Bernardino, and Riverside counties. For more information about Make-A-Wish Orange County and the Inland Empire, visit wish.org/ocie.

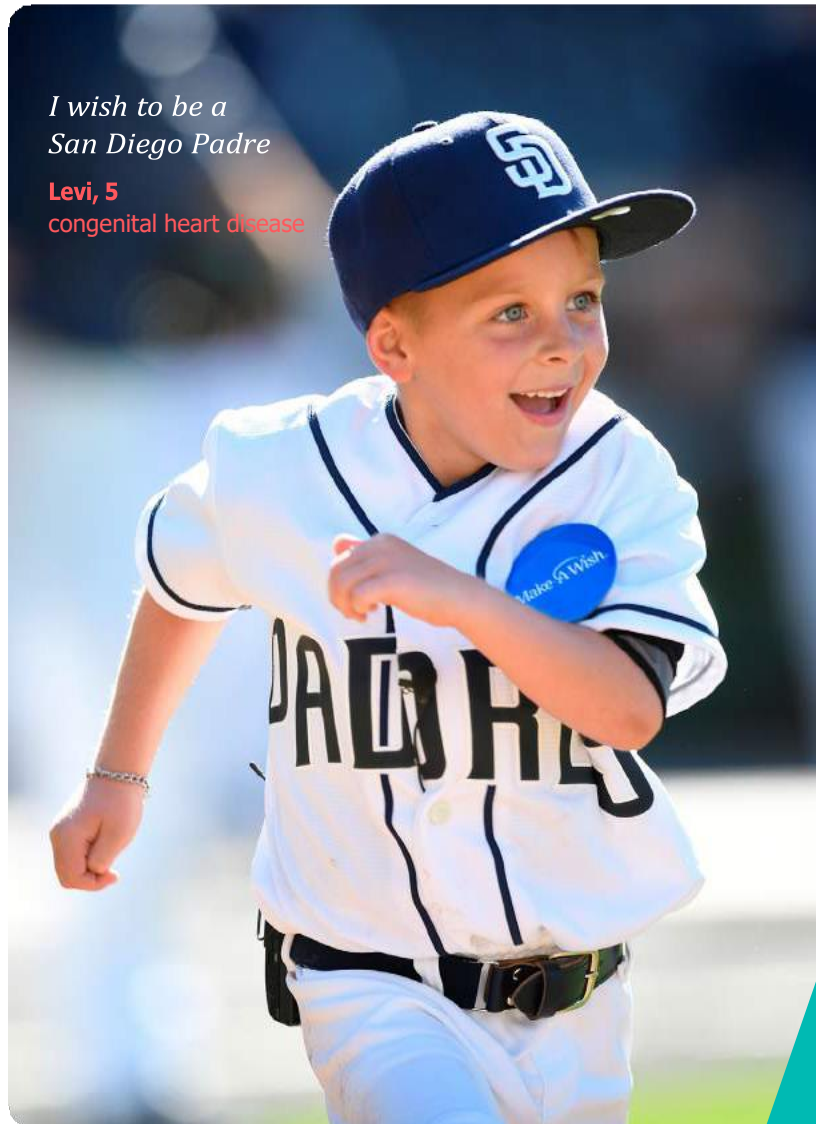


EVERY HOUR OF EVERY DAY

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**

*I wish to be a
San Diego Padre*

Levi, 5
congenital heart disease



STEPS TO SUCCESS



STEP 1: REVIEW THIS TOOLKIT AND COMPLETE THE SPECIAL EVENT 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 Special Event Agreement Form*. It's that easy!



STEP 2: SETUP YOUR ONLINE FUNDRAISING PAGE

We know having a place to donate online and keep track of your fundraising is key. This is why at Make-A-Wish we offer you 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, donation collection plan, budgeted expenses*, volunteer and staff needs, and attendance/fundraising goals.



STEP 4: PROMOTE YOUR EVENT

Marketing your event and creating a buzz will make it all that much more successful. Create an event flyer with a QR code to your fundraising page so people can sign-up and donate towards your goal. Create a calendar listing and share your event throughout social channels. Check out our Marketing & Logo Usage guidelines in this toolkit.



STEP 5: HOST AN AMAZING FUNDRAISER

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

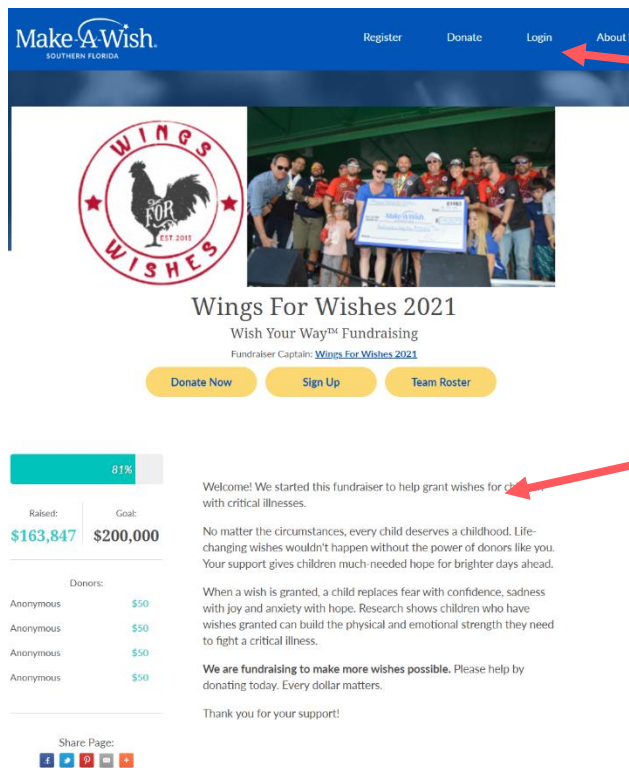
*Make-A-Wish will send you the electronic form agreement. Please sign and return to proceed with hosting an external event.

*Before contacting local businesses for donations, please connect with your Make-A-Wish support team.

Your Online Fundraising Page

You can register for online fundraising by visiting wishyourway.org. To register, select Start a Fundraiser, search for Make-A-Wish Orange County and the Inland Empire and choose Get Started. Login or create an account, then choose Start a Team Fundraiser. Follow the prompts to complete your registration.

If you need additional support, please contact Make-A-Wish Orange County and the Inland Empire at 714-573-9474.



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 EVENT PLANNING WORKSHEET

TOP FIVE STEPS TO SUCCESS:

- ✓ Meet with Make-A-Wish
- ✓ Form a planning committee
- ✓ Hold an opening meeting/kickoff celebration
- ✓ Promote online fundraising
- ✓ Make it FUN!

CONSIDER THIS

- Check local requirements around hosting events and permits needed
- Budget estimated expenses and calculate fundraising goal
- Add a virtual, contact-less option through online fundraising
- Let the Make-A-Wish team know if you need banners, collateral, volunteers, or staff support

OUR TOP FIVE IN ACTION:

DATE OF OUR BRAINSTORMING MEETING OR PHONE CALL WITH MAKE-A-WISH:

OUR TOP THREE FUNDRAISING IDEAS

Think of ideas that work best for your group/company. Reference the Make-A-Wish Fundraising A-Z guide for ideas.

1. _____
2. _____
3. _____

DATE AND TIME OF KICKOFF CELEBRATION

YOUR WISH YOUR WAY ONLINE FUNDRAISING LINK:
(PROVIDED BY MAKE-A-WISH TEAM)

www.wishyourway.org/ _____

HOW WILL YOU MAKE IT FUN?!

(Some ideas: Recruit a DJ to donate their time, hold a wish week to build up the energy, give a prize for best 'Make-A-Wish blue' outfit)

GOAL SETTING AND PLANNING (SAMPLE)

ESIMATED FUNDRAISING

Fundraising idea	Amount per person	Quantity	Total
Bake sale	\$5	100	\$500
Entry fee	\$30	100	\$3000
Jersey day	\$10	150	\$1500
Total estimated income			\$5000

ESTIMATED EXPENSES

Type of Expense	Cost
T-shirts	\$250
Baking supplies	\$50
Total estimated expenses	\$300

TOTAL ESTIMATED INCOME \$5000
- TOTAL ESIMATED EXPENSES \$300

FUNDRAISING GOAL \$4700

MAKE-A-WISH NAME, LOGO AND USAGE

Like any other corporation—Coca-Cola, McDonald's, Walmart, Target, Ford, etc.—the Make-A-Wish name and logo are federally registered trademarks, and Make-A-Wish has rules for the proper usage of its trademarks in marketing and publicity efforts. The Make-A-Wish brand is shaped by its mission statement:

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 superscripted registration ® symbol must appear next to each trademark.
- Avoid making Make-A-Wish possessive be (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").
- There are three appropriate colors that may be used to display the logo: Black/White/Pantone® 293 Blue
- Contact your regional Make-A-Wish support member to obtain a high-resolution copy of the logo. Please don't copy and paste the logo from the internet.

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!

Make-A-Wish is here to help! If you plan to use the Make-A-Wish logo in any public-facing documents, please send associated materials to your Make-A-Wish contact prior to distribution. If you have any questions regarding branding rules or guidelines, please contact:

Katelynn McDougall Leguizamo
Senior Marketing & Communications Manager
kmcdougall@ocie.wish.org



YOUR MAKE-A-WISH SUPPORT TEAM

Make-A-Wish is excited to partner with you through your external event! The Make-A-Wish staff is here to help throughout your planning and the list below highlights the support and resources that may be available:

- Fundraising project ideas
- Brainstorming meetings
- A personalized fundraising website via our Wish Your Way platform (wishyourway.org)
- Publicity tools and support, including videos and wish stories to share
- Make-A-Wish products for purchase (visit mawocie.square.site to order products online)
- A Make-A-Wish speaker to speak with your group about the organization and wish granting

LET'S STAY IN TOUCH!

OFFICE ADDRESS

Irvine Headquarters:
3230 El Camino Real Suite 100
Irvine, CA 92602

Riverside Office:
1700 Iowa Ave. Suite 110
Riverside, CA 92507

Phone: 714-573-9474
Email: events@ocie.wish.org

FOLLOW AND TAG US

Facebook - [MakeAWishOCIE](#)
Instagram - [@makeawishocie](#)
YouTube - [MakeAWishOCIE](#)





FREQUENTLY ASKED QUESTIONS

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

Typically, 70% funds 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.

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 Orange County and the Inland Empire
3230 El Camino Real Suite 100
Irvine, CA 92602

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?

Most of the donations for your fundraiser will come directly to Make-A-Wish via the Wish Your Way website. However, if you receive any cash/check contributions, donations should be mailed directly to Make-A-Wish. The total campaign cash donations should be combined 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 deposit cash/coins and send the funds to your local Make-A-Wish office in the form of a check. Net proceeds from your fundraiser should be submitted within 30 days of the conclusion of the campaign.

HOW DO I DOWNLOAD THE WISH YOUR WAY APP?



Once the app is downloaded, click on the app icon from your phone and then login with the username and password you created when you registered for the event. If you do not remember your username or password, tap the "forgot username/password" link and follow the instructions on the page to get it sent to you.



FREQUENTLY ASKED QUESTIONS (CONT.)

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 TELEMARKEET?

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.

