



# School & Youth Fundraising Toolkit

Your ideas. Your timeline. Your impact.

## Welcome Students, Youth & Young Adults

We're so glad you're here! Thank you for fundraising for Make-A-Wish [Chapter]. Fundraisers like you help grant more wishes, and this toolkit includes ideas to help you be successful.

### Why wishes can't wait

Every day, 70+ children are diagnosed with a critical illness. We believe wishes are vital to the treatment process. When a wish is granted, a child replaces fear with confidence, sadness with joy and anxiety with hope. Research shows that a wish can help children build the physical and emotional strength they need to fight — giving them a better chance of surviving and thriving.

### About School & Youth Fundraising

Kids for Wish Kids® and Wishmakers® on Campus are customizable fundraising programs that provides schools and youth organizations the opportunity to engage in philanthropy and service activities in partnership with Make-A-Wish. The programs encourage community service, leadership, volunteerism and teamwork. It helps build school spirit and creates partnerships outside of the classroom while providing students hands-on experience fundraising to help create life-changing wishes for kids fighting critical illnesses.



### About Make-A-Wish

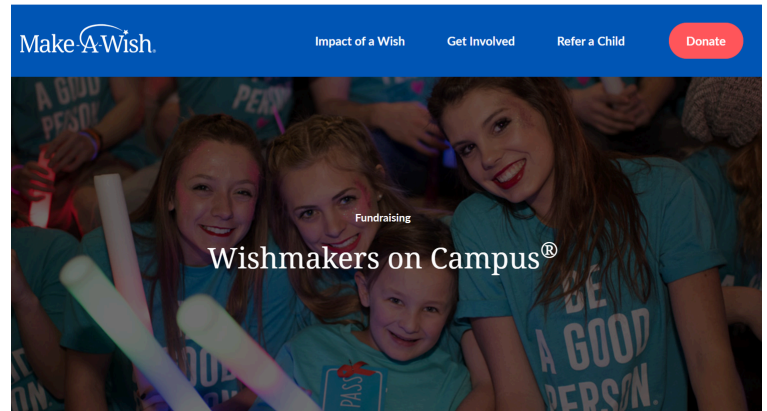
Make-A-Wish creates life-changing wishes for children with critical illnesses. Headquartered in Phoenix, Ariz., Make-A-Wish is the world's leading children's wish-granting organization, operating in every community in the United States and in nearly 50 countries worldwide. Since 1980, Make-A-Wish has granted more than 585,000 wishes worldwide; more than 375,000 wishes in the U.S. and its territories alone. For more information, visit [wish.org](https://www.wish.org).

**WISHMAKERS ON  
CAMPUS®**




**KIDS  
FOR WISH KIDS®**



# Let's Get Started!



1. To register for either program, go to [wishyourway.org](http://wishyourway.org)
2. Click “Start a Fundraiser” and choose your local chapter or America.
3. Follow the steps to create your account
4. You can choose to start your own individual fundraiser, start a team, or join a team if your organization or school has already started one
5. Choose “Student”, set your fundraising goal (this can be edited at any time), and be sure to choose the Campaign Association “Kids for Wish Kids” or “Wishmakers on Campus”
6. Finish filling out your registration and upon completion you will end in your [Participation Center](#)

|  |   |   |
|--|---|---|
|  <p><b>Start an Individual Fundraiser</b></p> <p>Collect all donations on one fundraising page that you manage.</p> <p>Select</p> |  <p><b>Start a Team Fundraiser</b></p> <p>Create and lead a team of fundraisers, each with their own fundraising page.</p> <p>Select</p> |  <p><b>Join a Team Fundraiser</b></p> <p>Join an existing team fundraiser and collect donations as a member of the team.</p> <p>Select</p> |
|--|---|---|

**About You**

What Describes You?

|   |   |  |
|---|---|--|
| <p><b>MISSION SUPPORTER</b></p> <p>FRIENDS &amp; FAMILY FUNDRAISE AND HELP GRANT WISHES</p> <p>Select</p> | <p><b>CORPORATE</b></p> <p>FUNDRAISE AS A COMPANY TO HELP GRANT WISHES</p> <p>Select</p>                | <p><b>STUDENT</b></p> <p>STUDENTS &amp; YOUTH GROUPS RAISE FUNDS TO GRANT WISHES</p> <p>Select</p> |
| <p><b>IN MEMORY / IN HONOR OF</b></p> <p>RAISE FUNDS IN HONOR OR MEMORY OF SOMEONE</p> <p>Select</p>      | <p><b>WISH FAMILY</b></p> <p>ALUMNI AND WISH FAMILIES GIVE BACK AND HELP GRANT WISHES</p> <p>Select</p> |  |

**Campaign Association**

Is your fundraiser associated with a specific company, group or event? If yes, select from the list.

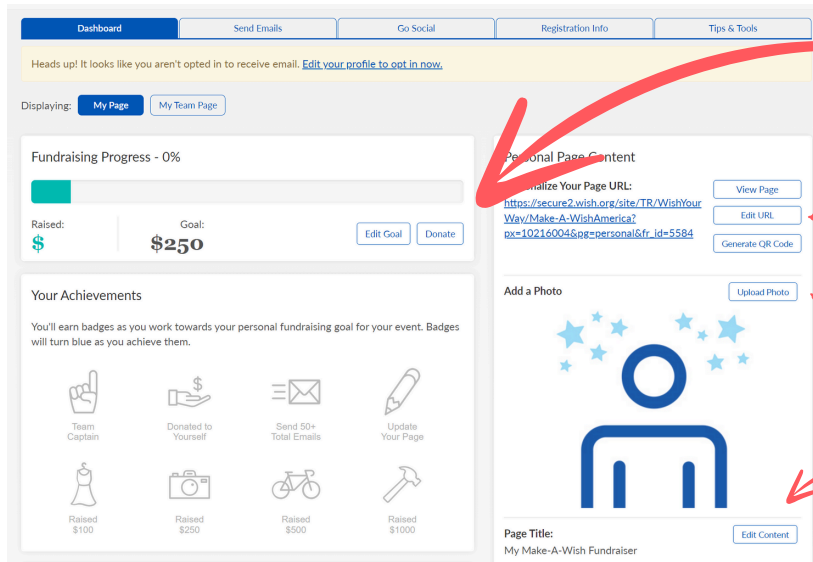
Choose an existing company

- Choose an existing company
- Apria Healthcare
- BHI (Sentral)
- Businessolver
- Chi Omega National Group
- EisnerAmper
- Evergreens
- Families For Wishes
- Fifty First Pitches
- High Schoolers For Better Future
- Kids For Wish Kids**
- Make-A-Wish Merrill Edge
- Orangetheory Fitness National Group
- Pacific Urban Investors - Neighbors for Wishes
- Transwestern
- Wishmakers on Campus
- Workout For Wishes

Make-A-Wish® America | [Privacy Policy and Terms](#) | [Contact Us](#)  
 1000 N. Central Ave, Suite 400, Phoenix, AZ 85016 | (602) 279-9474

# Let's Get Started!

## How to Use Your Participant Center



**TRACK** your fundraising progress in real time

**Customize** your URL

**Download** your QR code

**ADD** your photo

Tell people **WHY** you are fundraising

## WISH TYPES



I WISH TO GO



I WISH TO BE



I WISH TO MEET



I WISH TO HAVE



I WISH TO GIVE

## DID YOU KNOW?

### 100% OF MEDICAL PROVIDERS

report that the wish experience improves a child's — and their own — emotional well-being

**9 OUT OF 10 WISH KIDS** reported that they felt more joyful, confident and hopeful for their future

**8 OUT OF 10 WISH KIDS** report that their wish gave them the strength to fight their critical illness

### 8 OUT OF 10 WISH PARENTS

saw that the wish experience gave their child a stronger sense of empowerment

**MORE THAN 585,000 WISHES** have been granted by Make-A-Wish worldwide since 1980

### 8 OUT OF 10 WISH PARENTS

say a child's wish experience serves as a coping mechanism during treatment

### 9 OUT OF 10 MEDICAL PROVIDERS

say a wish increases compliance with treatment

### 75% OF PHYSICIANS

say a wish can improve a child's medical outcome

# Fundraising Checklist



## Getting started

- REGISTER.** Visit [wishyourway.org](http://wishyourway.org) to register yourself or your team for both Kids for Wish Kids and Wishmakers on Campus programs.
  - MEET AND PLAN.** Meet with your school or organization's leaders to develop a fundraising plan and timeline. Plan your efforts at least 4 to 6 weeks out in advance.
  - DOWNLOAD APP.** Find the Wish Your Way app in the Apple Store or Google Play. Use it to easily track your progress, share messages and more.
  - SELECT YOUR FUNDRAISER.** Choose your fundraising events- see next page for starter ideas.  
*Pro Tip: Having the same type of fundraising events every year creates buzz and helps with event awareness, leading to higher attendance rates.*
  - PERSONALIZE.** Did you upload a photo and personalize your page? Review your page and get acquainted with the participant center. *Pro Tip: Did you know? Those who personalize their pages are proven to raise more!*
  - SET A DOLLAR GOAL.** How much does your team plan to fundraise? Be sure to enter your goal on the next page.
  - SET A DATE.** Pick dates for your fundraising events. Note: Some teams choose to host events in both the fall and spring. *Pro Tip: April is World Wish Month at Make-A-Wish, hold your spring event during this month for more star power.*
  - LOCAL CHAPTER.** Getting your local Make-A-Wish chapter involved can greatly increase the success of your fundraiser. They can help get you set up with fundraising best practices, tools, connect you with local wish families and more. Visit <https://wish.org/local-chapters> to find yours.
  - PROMOTE.** Use email, text and social media to spread the word about your events and why you are raising money for Make-A-Wish. Include your fundraising link and/or QR code with your outreach so everyone can easily donate to show their support!
  - FUNdraise.** Host an incredible event with your fellow fundraisers, build a sense of community and have fun!
  - QUESTIONS?** Make-A-Wish is grateful for your support and here for you each step of the way.
- 

**Use the next few work pages to help you plan this year's fundraising.**



# Fundraising Ideas

## '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.

## PLAY DRESS UP (OR DOWN)

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, 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**).

## 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!

## 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).

## 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

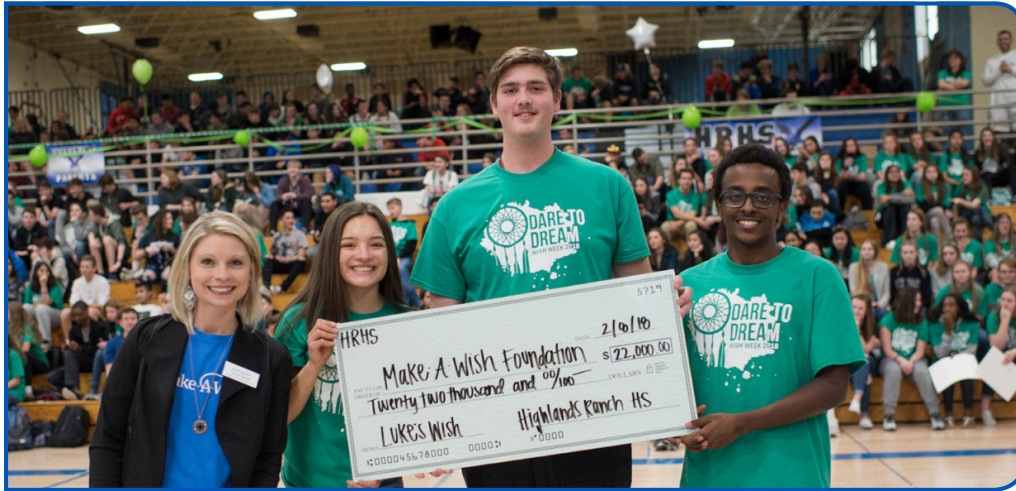
It's time to take it to the court! Coordinate a sports tournament or event, and raise funds via registration fees, admission, selling concessions, special contests, etc. The sport/format are up to you and there are lots of possibilities: all-day tournaments, student vs. teacher or faculty vs. administration 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!

**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!**

# Goal Planning



## FEATURED SCHOOL:

When Highlands Ranch High School in CO decided to hold their first Wish Week, the students knew they wanted to help Make-A-Wish in a BIG way. They added fun group incentives for each fundraising level they reached, like a student vs. teacher dodgeball game and teachers dancing the tango in T-Rex costumes. They even convinced their principal to shave a reverse mohawk! The result? Over \$22,000 raised!

## GOAL SETTING

Set a realistic, meaningful goal and let everyone know the goal you are trying to reach. Give updates daily or after major events so students feel connected to the efforts. "We are halfway to our goal of granting two wishes! Continue to give throughout the week and help us reach our goal!"

Track your progress visually. You can create a giant thermometer, or use paper stars to represent each \$100 you've raised. Hang stars/visuals in a place where most students frequent, such as in the cafeteria or by the main office.

Create incentives! At the \$1,000 mark, the Student Council advisor will shave his/her head. At the \$5,000 mark, the principal will dye his/her hair, kiss a pig, get taped to a wall, etc.



### *Have a different idea?*

That's what is great - make it your own! This toolkit is just to get you started. What other ideas can you think of that would go over well in your community?

## SAMPLE GOAL SETTING FORMULA

Think of the number of students in your school and how much each can give. For example, if you have 1,000 students and each can give \$5, set your goal at \$5,000 and encourage each student to play a part in making an impact!

# Team Goal Setting Worksheet



## Team captains

If you've started a team, use the team link to invite others to sign up so all fundraising is allocated to one page.

It may take a few asks and reminders to grow your roster.

You may not have all the details figured out yet, and that's OK! Use this to get started and keep the ideas rolling from there!

Team Name: \_\_\_\_\_

Team Goal: \_\_\_\_\_



As a team captain, it's important to lead by example. Make a donation to help jumpstart fundraising and encourage donors to do the same.

Statistics show donors are more likely to donate once they see your self donation first.



Grow your team! Recruit 10-15 people to join your team and ask them to register on your team page so any donations they raise get tracked appropriately.



Fundraising events are a great way to collect donations. Start talking with your team about what kind of events you would like to hold. Aim for your Wish Week, one big event and 6-8 smaller fundraisers to do throughout the year.

Big Event Ideas:

\_\_\_\_\_

\_\_\_\_\_

Smaller Event Ideas:

\_\_\_\_\_

\_\_\_\_\_



Sample Wish Week on the next page



Once you've picked and scheduled your events, be sure to invite people and spread the word! Use your social media accounts, text, emails and make flyers! Be sure to download your QR code from your participant center to add to flyers and have at in person events to collect digital donations!

# 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's often helpful to plan around an already existing event, such as winter dance, prom or a rival sports game.

Choose a time that will encourage the most participation from your school.

Check out a couple samples from real Make-A-Wish partner schools below!



## WISH WEEK @FRONTIER ACADEMY

| 1/19  | 1/23   | 1/24   | 1/25  | 1/26  | 1/27  | 1/30  |
|---|--|--|---|---|---|---|
| <p><b>THEME: SCHOOL SPIRIT</b></p> <p><b>OPENING ASSEMBLY</b><br/>Staff Parking Space Auction<br/>Winners Announced</p> <p>Help us grant wishes for kids like Kingston!</p> | <p><b>THEME: CHRISTMAS CHEER DAY</b></p> <p><b>NHS FUNDRAISER</b><br/>Donate \$10 (in the morning)<br/>GET:<br/>• A star in BLUE Hallway<br/>• Make-A-Wish wristband<br/>• A cookie (sponsored by Booster Club) (Why? Because Kingston likes cookies!)</p> <p>PE-Workout for Wishes<br/>STAFF-Parking Spots Reserved for auction winners</p> | <p><b>THEME: PRINCESSES VS. SUPERHEROES</b></p> <p><b>INTERACT CLUB FUNDRAISER</b><br/>• Timed Lego Competition during CLAW/Access- \$10 per team of 2-3 to participate (Because Kingston likes Legos!)</p> <p><b>GIRLS BBALL VS. STRASSBURG</b><br/>• Large pants game at Halftime (\$5/team for a chance to participate)<br/>• Miracle Minute<br/>• All gate goes to Make-A-Wish</p> <p>PE-Workout for Wishes<br/>STAFF-Parking Spots Reserved for auction winners<br/>Donate \$10 &amp; GET:<br/>• A star in BLUE Hallway<br/>• Make-A-Wish wristband</p> | <p><b>THEME: WHEN YOU WISH UPON A STAR</b><br/>(Wear stars to show your support for make a wish)</p> <p><b>KEY CLUB FUNDRAISER</b><br/>• Gaga Ball Tournament during Lunches-pay entry to play-\$3 to get into a game</p> <p>PE-Workout for Wishes<br/>STAFF-Parking Spots Reserved for auction winners<br/>Donate \$10 &amp; GET:<br/>• A star in BLUE Hallway<br/>• Make-A-Wish wristband</p> | <p><b>THEME: CLASS COLOR DAY</b></p> <p><b>ATHLETE SUMMIT FUNDRAISER</b><br/>• \$5 song request drawing-played during morning arrival, between Block 5/6 and Block 6/lunch</p> <p><b>STUJO</b><br/>• \$1 for hot chocolate=1 cup for you and one to share with a friend</p> <p><b>BOYS BBALL VS. HIGHLAND</b><br/>• Staff vs. Students Dodgeball at Halftime<br/>• Miracle Minute<br/>• All gate goes to Make-A-Wish</p> <p>STAFF-Chili Cook Off<br/>PE-Workout for Wishes<br/>STAFF-Parking Spots Reserved for auction winners<br/>Donate \$10 &amp; GET:<br/>• A star in BLUE Hallway<br/>• Make-A-Wish wristband<br/>• Entry into Song Request Drawing</p> | <p><b>DUTCH BROS MAKE-A-WISH DAY</b></p> <p><b>DUTCH BROS</b></p> | <p><b>THEME: BLUE DAY</b></p> <p><b>CLOSING ASSEMBLY</b><br/>Celebrate our success!</p> <p><b>CLASS COLOR DAY DETAILS</b><br/>6th Grade-yellow<br/>7th Grade-orange<br/>8th Grade-red<br/>Freshman-purple<br/>Sophomore-pink<br/>Junior-green<br/>Senior-blue<br/>Staff-black</p> |



Be sure to include your school's custom donation link every time you share about your fundraiser on social media

Print out QR code from your Participant Center for easy digital donation collection at in person events.

For more resources or any questions, contact your local chapter or Make-A-Wish America at kfwk@wish.org



## WISH WEEK PLANNING

You may not have all the details figured out yet, and that's OK! The first step is to register and use this checklist to get started.

|                                 |   |  |
|---------------------------------|---|--|
| 10 Weeks                        | Register & Tour Your Participant Center | Upon registering at <a href="http://wishyourway.org">wishyourway.org</a> you can toggle to your Participant Center. Here you can update your photo, share your story and customize your team URL; Track your progress and download your QR code to take donations at your event.   |
| 9 Weeks                         | Meet and Plan                           | Meet with your fundraising committee to begin planning for the school year. Involving your local Make-A-Wish chapter can greatly increase the success of your fundraiser and connect you with wish families. Invite them to your planning meeting.<br><br>To find Your Local Make-A-Wish chapter: <a href="#">Click Here</a> or email <a href="mailto:KFWK@wish.org">KFWK@wish.org</a> . |
| 8 Weeks                         | Select Fundraiser and Date              | Select your Wish Week date and goal! Setting a goal is important and helps you keep your eyes on the prize. Use the Team Goal Setting Worksheet from the School & Youth Fundraising Toolkit to help!   |
| 7 Weeks                         | Marketing                               | How will you promote? Create a highlight reel of past Make-A-Wish fundraisers to show at your kick-off assembly, on video boards at school and on social media. Give a sneak peek of what's to come for your Wish Week! Create flyers for the big game to cap off Wish Week.   |
| 6 Weeks                         | Plan Your Wish Week                     | Pick a theme and plan the details of each day. Be sure to include a financial component to each fun day and consider adding an outside element in the community such a fundraiser at a local restaurant for families to participate. End on a big game day!  |
| 5 Weeks                         | Involve Your Community                  | Don't be afraid to ask local businesses to sponsor your Wish Week or Game Day financially or make a donation for a raffle, etc. Invite your local community to attend the big game by making it open to the public! Ask local establishments to hang flyers.   |
| 4 Weeks                         | Plan Your Kick Off                      | Start Wish Week off with a Kick-Off Assembly. Plan a fun theme or activity for the assembly, create competition between grades or clubs, include a performance, or invite a wish family. Your local Make-A-Wish chapter can bring a MAW table and help with the wish family.   |
| 3 Weeks                         | Plan Game Day                           | Ending Wish Week with a big game is one way to make a big impact. Collect donations at entry and concessions, pass a bucket around the stands, include raffles or an auction, have a halftime competition, invite a wish family, have everyone in the stands wear blue.  |
| 2 Weeks                         | Build Suspense                          | Announce the theme for Wish Week and detail any competitions, spirit days or performances. Build hype for the week and include Make-A-Wish in school announcements.  |
| <b>WISH WEEK &amp; GAME DAY</b> |   | Print off your QR code to display around your event for easy donation and most importantly have FUN!   |

# We Can Raise MORE When We All Work TOGETHER.

- Host a Wish Week
  - Sample Raised: \$2,000
- Host 1-2 large fundraising events
  - Sample Raised: \$5,000
- Host 6-10 small fundraisers
  - Sample Raised: \$3,000



## Every Ask You Make Can Transform Lives

### Six easy ways to ask for donations

1. Email and text your fundraising page URL to contacts

2. Call and leave voicemails

Your name and voice will remind people to donate

3. Write and mail letters

4. Wear the Badge on your email and social media

You can find this in your participation center

5. Lean on LinkedIn to rally your professional network

6 Use social media to ask boldly on behalf of wish kids

Try some of these sample social media posts:

- Proud to support Make-A-Wish! ❤️🌟 Join me in giving the hope and joy of a wish to more kids today: [personal URL]
- Have you checked out my Make-A-Wish fundraiser? 🌟 Make-A-Wish is important to me because [share part of your story]. [personal URL]
- 9 out of 10 wish kids reported that they felt more joyful, confident and hopeful for their future because of their wish. ❤️ Help me grant more wishes: [personal URL]
- I am only \$\_\_\_ away from my goal! Will you join me in granting wishes to give children with critical illnesses renewed motivation to persevere? [personal URL]



### How to raise \$250 in seven days

**Day 1:** Donate \$25 to your own goal.

**Day 2:** Ask a family member to match your donation — \$25 more!

**Day 3:** Ask five coworkers for \$10 each — that's another \$50.

**Day 4:** Send an email to 10 friends asking for \$5 each — \$50 more.

**Day 5:** Post to Facebook or 'X' (formerly Twitter) and challenge a friend to give \$25.

**Day 6:** Call your two best friends and ask for \$25 each — that's another \$50.

**Day 7:** Ask your neighbor for the last \$25 to put you over the top!

Every dollar makes a difference! Fundraise as a team and as individuals!





# FUNDRAISING FORM

Our Kids For Wish Kids and Wishmakers on Campus programs empower youth and young adults to make a difference in the lives of other kids. Complete and return these fundraising forms to your Make-A-Wish contact as soon as your fundraising dates are confirmed. Forms must be completed prior to receiving branded Make-A-Wish items to aid in your fundraising efforts. [\[Contact your local chapter\]](#)

*\*This form may only be submitted by teachers or school administrators, leaders of community youth groups, parents or children age 13 and older*

School/Organization/Club Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Advisor/Primary Contact Name: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Student Contact Name: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Please describe the fundraiser:

\_\_\_\_\_  
\_\_\_\_\_

Date/Time of fundraiser: \_\_\_\_\_ Date/Time of assemblies: \_\_\_\_\_

Estimated donation: \_\_\_\_\_ Estimated Cost of Fundraiser: \_\_\_\_\_

Estimated date donation will be received: \_\_\_\_\_

*\*Estimated cost should aim to be less than 20% of what is raised. Funds should be received within 30 days of your fundraiser.*

Circle what Make-A-Wish branded items do you need.

Branded Stars    Wristbands    Stickers    Tattoos    Banners     Yes\*     No

Have you already registered to create your online fundraising page set up?

*\*If yes, please include your school's fundraising link here: \_\_\_\_\_*

Will you be working with any additional schools in your district to support your fundraising efforts?

Please list here: \_\_\_\_\_

How did you hear about our School & Youth Fundraising Programs? \_\_\_\_\_

Please list general availability for a meeting with your Make-A-Wish contact (dates/time):

\_\_\_\_\_

**For any questions or assistance filling out this form, please contact [\[insert local chapter email here\]](#).**



# FUNDRAISING AGREEMENT

- Make-A-Wish does not allow door-to-door or telephone solicitations. To help protect the Make-A-Wish brand, please be careful when using the Make-A-Wish name and logo.
- Remember that “Make-A-Wish” is spelled with a capital “A” and with hyphens (not “Make a Wish”). Please also note that our name and logo may not be altered in any way, i.e. do not change the name or logo to read “Make-A-Cake” or “Bake-A-Wish” if your school is conducting a cake walk or bake sale.
- Please do not refer to wish children as “terminally ill” or “dying” as these labels can instill a sense of defeat and can be counterproductive as wish kids fight to overcome their illness. Many wish children are able to overcome their critical illnesses and we believe in the importance of keeping a positive mindset. Wish granting can often be the turning point in their recovery.
- Please keep careful track of money you raise and send funds directly to [insert local chapter address], within 30 days of your fundraiser. Please include your school name or organization in the memo line so the donation can be credited to your fundraiser or include the mail in donation form found on your school’s fundraising page.
- If you are going to advertise your fundraising efforts outside of the school community or contact local businesses for sponsorships, it is important you coordinate this in advance with your Make-A-Wish contact. Please be sure to review the **Do Not Contact** list prior to soliciting support.
- You are raising funds to help grant the wishes of children with critical illnesses. Sharing wish information with student groups is simply a way for students to personalize their fundraising efforts. **Please advertise that you’re “fundraising for Make-A-Wish, to help grant wishes for kids like Claire”,** instead of “fundraising to grant Claire’s wish”.
- With the use of the term Wish Week or the Make-A-Wish name, 100% of the proceeds from your fundraising efforts must be donated to Make-A-Wish. All funds raised will support wishes as needed. They are not allocated to one specific child or wish.
- If you plan to use the Kids For Wish Kids, Wishmakers on Campus or Make-A-Wish logo in any public facing documents or t-shirt design, please review our guidelines and send materials to your Make-A-Wish contact for approval.

*We have read and agree to follow the above Kids For Wish Kids fundraising rules.*

## QUESTIONS?

If you have any questions, please reach out to your Make-A-Wish contact:  
[Insert Chapter Email Here]



### PROPOSED BY

Teacher/Advisor Name:

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Signature:

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Date:

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### APPROVED BY

Make-A-Wish Staff Member:

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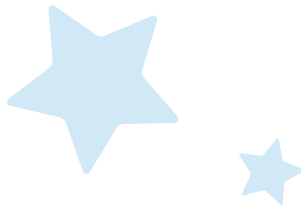
Signature:

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Date:

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# What Your Gift Can Do

Make-A-Wish plans every wish with one goal: to transform the life of a child with a critical illness. Care and attention are given to every detail. Your donation supports wish-granting needs and empowers wish kids to reclaim their childhood, restoring hope for today – and tomorrow. Donate today and help transform the life of a child who is waiting for their wish to come true.

*I wish to have an adaptive ski experience*

**Grace, 15**  
kidney transplant

## The impact of a wish



A wish can give a child fighting a critical illness the emotional and physical strength to keep going.



Your donation will help Make-A-Wish bring experiences of hope to waiting wish kids who are isolated and vulnerable.



When a wish is granted, a child replaces fear with confidence, sadness with joy and anxiety with hope.



Each donation moves us closer to granting the wish of every eligible child.

## Symbolic values\*

**\$20**

could provide a wish kid and their family with a photo book to preserve the memories of their wish.

**\$50**

could provide fun accessories for the child's wish.

**\$75**

can supply a cake and decorations for a child's wish reveal.

**\$100**

could help fund items such as a new outfit for a confidence-boosting modeling wish photo shoot.

**\$400**

could provide a family with surfing lessons while on a child's wish trip.

**\$500**

may provide a year's supply of food, leashes and bowls for a child's wish to have a puppy.

**\$1,000**

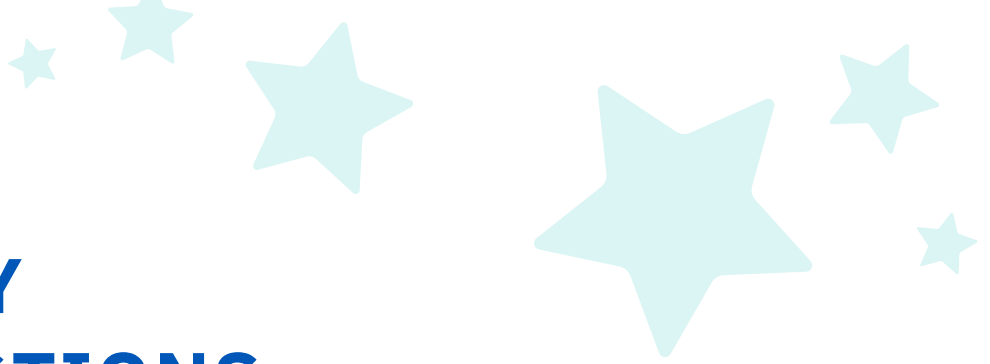
may supply accessories for a bedroom makeover that brings hope, strength and joy to a wish kid.

**\$6,000**

could fund an enhanced gaming computer wish.

\*All donations are a gift to the entire Make-A-Wish mission. The needs shown are symbolic of the common wish elements associated with each wish and are only representative of our many wish-granting activities. Gifts made will not actually be used to purchase the item or grant the wish described. All gifts will be pooled to meet the needs of 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. Schools can also collect with their fundraising link and QR code digitally/online. QR codes can also be placed on flyers for fundraisers and used to collect at in person events instead of cash.

## 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 or a donation can be made directly to the school's fundraising link.

## MAY WE OPEN A BANK ACCOUNT TO CASH CHECKS MADE PAYABLE TO 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 your local Make-A-Wish chapter office.

Please include your mail in donation form to ensure it gets coded to your school's fundraising. This can be found on your team's fundraising page.

## 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.

## 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 TELEMARKE?** 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.

# Thank you!

Your support will give a child hope for today – and tomorrow.

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## Additional Resources:



[wish.org/KFWK](https://wish.org/KFWK)



[wish.org/wishmakersoncampus](https://wish.org/wishmakersoncampus)

Scan the QR code below for inspirational videos that share more about our mission, vision and organization.



## Connect with your local chapter:

<https://wish.org/local-chapters>

## Spread the word:



## Questions?

Contact the Make-A-Wish America Peer-to-Peer team at [kfwk@wish.org](mailto:kfwk@wish.org)

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Make-A-Wish<sup>®</sup>

**KiDS** FOR WISH KIDS<sup>®</sup> **WISHMAKERS ON CAMPUS**<sup>®</sup>