

# Make-A-Wish<sup>®</sup> Central New York Wishmakers At Work<sup>®</sup>

We invite your company to become a partner in our mission to create life-changing wishes for children with critical illnesses through the Wishmakers At Work program. Your workplace will have the opportunity to raise or donate funds and see the impact of your efforts first hand.



## MATCHING GIFTS

As a company, match your employees' personal donations to the campaign. Show your support and double the impact!



## WISH STAR PROGRAMS

Sell Wish Stars for \$1 each to employees and customers. They can then write their names on the stars and display them around the office.



## JEANS FOR WISHES

Employees donate to Make-A-Wish in exchange for a day of wearing casual clothes at the office.



## AUCTIONS OR RAFFLES

Let employees use their networks and skills to donate to a company-wide auction or raffle! Raffle off a special parking spot for an employee, an extra vacation day, coffee runs and more!



## TOURNAMENTS

Organize a golf, tennis, basketball, ping pong or bean bag toss tournament. Charge a registration fee, and make it interesting with departments competing against each other!



## COMPANY PICNIC

Partner with a food truck or cater a BBQ lunch for employees, and sell lunch for \$5 a plate! Include a senior management dunk tank or pie-in-the-face contest for more fundraising.



## SALES

Organize a bake sale, garage sale, cookbook sale (with recipes from your coworkers), candy sale, flower sale, office furniture sale, book sale, etc. Make and sell t-shirts promoting your company's Make-A-Wish campaign.



## INCENTIVES

Provide incentives for employees to increase participation! The "winning" team gets a half-day off, a catered lunch, or entered for a prize. If 100% of employees participate, the office closes early one Friday.



## USE WHAT YOU KNOW

Incorporate fundraising into what your company is already doing. Include a donation link on your invoices, encourage your vendors and partners to join you in your support, or include fundraising at your holiday party.

## WHY IS AN EMPLOYEE CAMPAIGN IMPORTANT?

**88%** of millennials feel their job is more fulfilling when they are provided opportunities to make a positive impact on social and environmental issues.

**90%** of global consumers are likely to switch brands to one that is associated with a good cause, given comparable price and quality.

\*2017 Cone Communications/Echo Global Csr Study

## INTERESTED?

Start your Wishmakers At Work fundraiser today! Contact Olivia at [ocolabufo@cny.wish.org](mailto:ocolabufo@cny.wish.org) or 315.475.9474.