



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 Oregon. 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 and Make-A-Wish Oregon

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. Make-A-Wish Oregon serves children in Oregon and Southwest Washington. Since 1983, Make-A-Wish Oregon has granted nearly 5,300 wishes. For more information, visit oregon.wish.org.

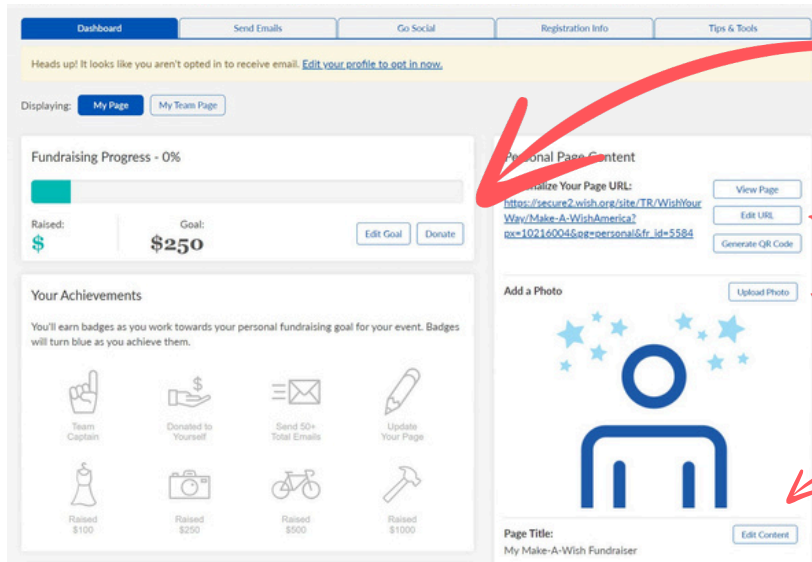
**WISHMAKERS ON
CAMPUS®**

**KIDS
FOR WISH KIDS®**



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

NEARLY 5,300 WISHES

have been granted by Make-A-Wish Oregon since 1983

8 OUT OF 10 WISH PARENTS

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

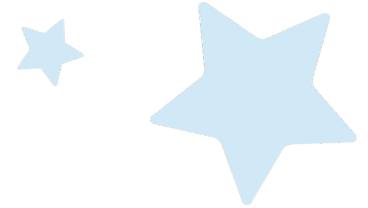
9 OUT OF 10 MEDICAL PROVIDERS

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 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. Contact Make-A-Wish Oregon's Allen Taggart at 503-208-7744 or ataggert@oregon.wish.org.
 - ☐ **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.
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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:

The students at Skyview High School in Vancouver work to support Make-A-Wish Oregon in a BIG way each year! They have an annual Mr/Ms Skyview Pageant to raise funds and work with a wish kid to make their experience special. In 2024, the students raised \$53,921 to support local wish kids! They invited Wish Kid Peyton to their pageant as a special guest and were part of his wish journey. This picture shows the magical welcome they gave Peyton as he returned to the airport from his wish!



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?

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.

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

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 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.

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:

Sample Wish Week on the next page

Smaller Event Ideas:



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 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 wishyourway.org 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. Make-A-Wish Oregon contact: Allen Taggart, 503-208-7724, ataggart@oregon.wish.org
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.
WISH WEEK & GAME DAY		Print off your QR code to display around your event for easy donation and most importantly have FUN!



*I wish to have
an adaptive ski
experience*

Grace, 15
kidney transplant

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.

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



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 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:

Signature:

Date:

APPROVED BY

Make-A-Wish Staff Member:

Signature:

Date:



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 TELEMARKET? 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.

Additional Resources:



wish.org/KFWK



wish.org/wishmakersoncampus

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



Connect with Make-A-Wish Oregon:

<https://oregon.wish.org>

Spread the word:



Questions?

Contact Make-A-Wish Oregon's Allen Taggart at ataggart@oregon.wish.org

Make-A-Wish®

KiDS **WISHMAKERS ON**
FOR WISH KIDS® **CAMPUS®**