

WishMakers on Campus® Overview & Getting Started

Through Student WishMakers, college students rally together to plan and coordinate fundraising campaigns to help Make-A-Wish® grant more wishes for children with critical illnesses.

- Any school, club, team, group or campus organization is welcome to register.
- Team captains or group organizers can log in to update their team page and share their school's unique story and motivation for supporting Make-A-Wish Iowa.
- Students, staff, alumni, family and friends can all join the team. Each member will have their own personal fundraising page to customize and share their story of why they support Make-A-Wish Iowa.
- Plan simple fundraisers such as a bake sale, paper Make-A-Wish Iowa stars sale or bracelet sales.
- Plan fun activities such as Splash an Athlete, Tournaments, Trivia Night or compete against other clubs on campus.
- Plan a big event such as a Fall Fest, a Blue Out Game for your sports teams, a talent competition, a Spring Fling and more!
- Spread the mission and fundraise with a telethon, text-a-thon or social media fundraising campaign!

To-Do List:



PARTICIPANT CENTER

- Upload a photo
- Share your story/reason for fundraising
- Customize your personal URL
- Download your unique QR code
- Send emails and copy sample social messages

GET CONNECTED & START PLANNING

- Reach out to Make-A-Wish Iowa for additional support and guidance.
- Plan fundraisers any time of year – whether it's a single day, a themed week or a month-long campaign.

Need additional ideas or support to get started?

Contact ckoenig@iowa.wish.org for more information or additional support. Thank you for helping make life-changing wishes come true.

Campus Implementation

Host a Blue Day or Wish Week® on Campus!

Many institutions have had great success hosting a Wish Week, with several scheduled events on and off campus. There is no minimum to how many events you host during the Wish Week or you can scale it back and do a Blue Day for your first time.



The Principles of Management class at the University of South Florida bands together under the leadership of their professor to raise funds annually.



The Grand Valley State University STARS club fundraises all school year with smaller fundraisers that add up to their grand total to help grant wishes.

University of Massachusetts Amherst

The University of Massachusetts Amherst Make-A-Wish Club on campus works together to fundraise!



Fundraising Ideas

Dance Marathon

Charge an entrance fee or ask students to collect pledges from businesses to participate. Pick a time frame for the marathon – we suggest 12 hours. Have fun themes for each hour.

Bachelor(ette) Auction

Ask each dorm, sports team or student group to have one representative volunteer to be auctioned off to the highest bidder. Create programs with the major and hobbies of each person.

Hot Dog Eating Contest

Charge participants a \$10 entry fee or ask them to collect a minimum in pledges to participate. Set a time limit for the contest and ask local restaurants or grocery stores to donate the hot dogs and buns.

Survivor Kits

During midterms or finals, sell “survivor kits” full of munchies to keep up students’ energy during late-night study sessions.

Host a Concert with a Local Band

Contact a popular local band and plan a concert. Hold it on campus or at a local bar that will donate the cover charge to Make-A-Wish.

Dinner with Notable People

Solicit various notables (coaches, professors, local celebrities, DJs, etc.) to have dinner at people’s homes in exchange for a donation.

Plan a Party

Host a Halloween, end-of-semester, Valentine’s Day, Mardi Gras or St. Patrick’s Day party. Ask each student to make a \$5 or \$10 donation at the door.

Coordinate a Tournament

Post flyers. Invite student groups to participate. Ask restaurants to donate prizes. Charge admission and sell t-shirts.

Cook-Off

Include other campus organizations in the competition. Structured like a chili cook-off, voting is done by collecting funds and then donating.

Spotlight: Fordham’s Fashion for Philanthropy

Fordham’s Fashion for Philanthropy (FFP) is a student-led organization that fuses creativity with compassion. Through fashion, beauty and networking events – including their signature annual fashion show – FFP raises funds for Make-A-Wish Metro New York. Their efforts have already generated over \$40,000 to support children with critical illnesses. This year, with leaders Gianna Benasillo and Fiona Dunphy at the helm, FFP kicks off with a clothing swap and an alumni panel in partnership with the Fordham Marketing Association. Their goal: raise \$10,000 for the 2025-2026 season while showcasing student talent.

[instagram.com/fordhamffp](https://www.instagram.com/fordhamffp) | fordhamffp.wordpress.com/about

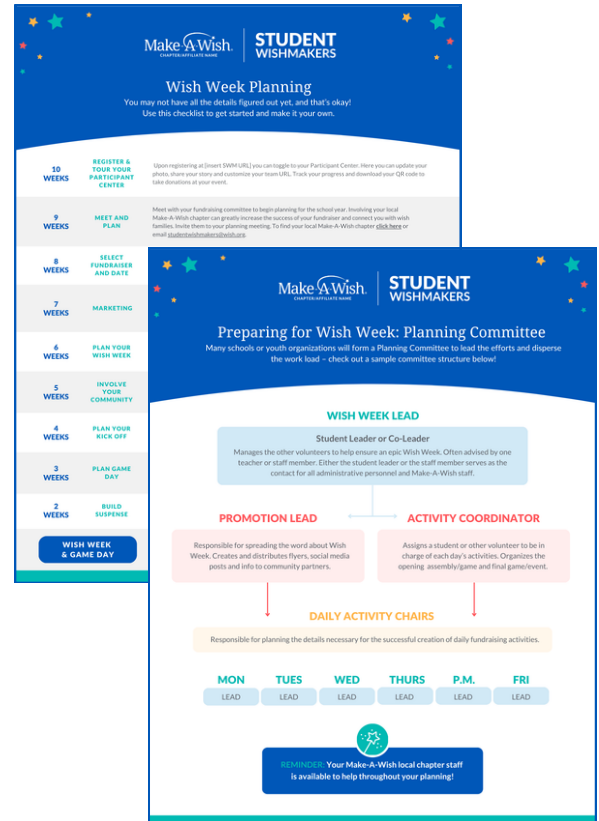


Wish Weeks

Any Size! It Doesn't matter if it's Wish Week or Blue Day!

How your schools/orgs can be supported by Make-A-Wish Iowa:

- ☐ Start discussing Wish Week early at your school. This could be one of your top fundraisers.
- ☐ Review the Wish Week Guide and accompanying social media graphics.
- ☐ Reach out to your local MAW chapter to assist with your planning meetings.
- ☐ Ask your MAW chapter to share your events on their social media.
- ☐ Invite staff to attend your events.
- ☐ Familiarize yourself with your fundraising page and how to download your custom QR code.
- ☐ Use flyers with your QR code for all in person events so that donations go directly to your fundraising page.
- ☐ Download the Make-A-Wish Fundraising Mobile App!



Student WishMakers Resources in the Fundraiser Canva Collection:

- Wish Week Guide
- Wish Week Social Media Toolkit
- Sample Wish Week Flyers
- Game Day Activation Guide & Sample Flyer
- Sample Fundraising Event Flyer
- Canva Collection for Fundraisers
- Go Blue for Wishes Flyer

Contact ckoenig@iowa.wish.org to access the Canva Collection.



Participant Center

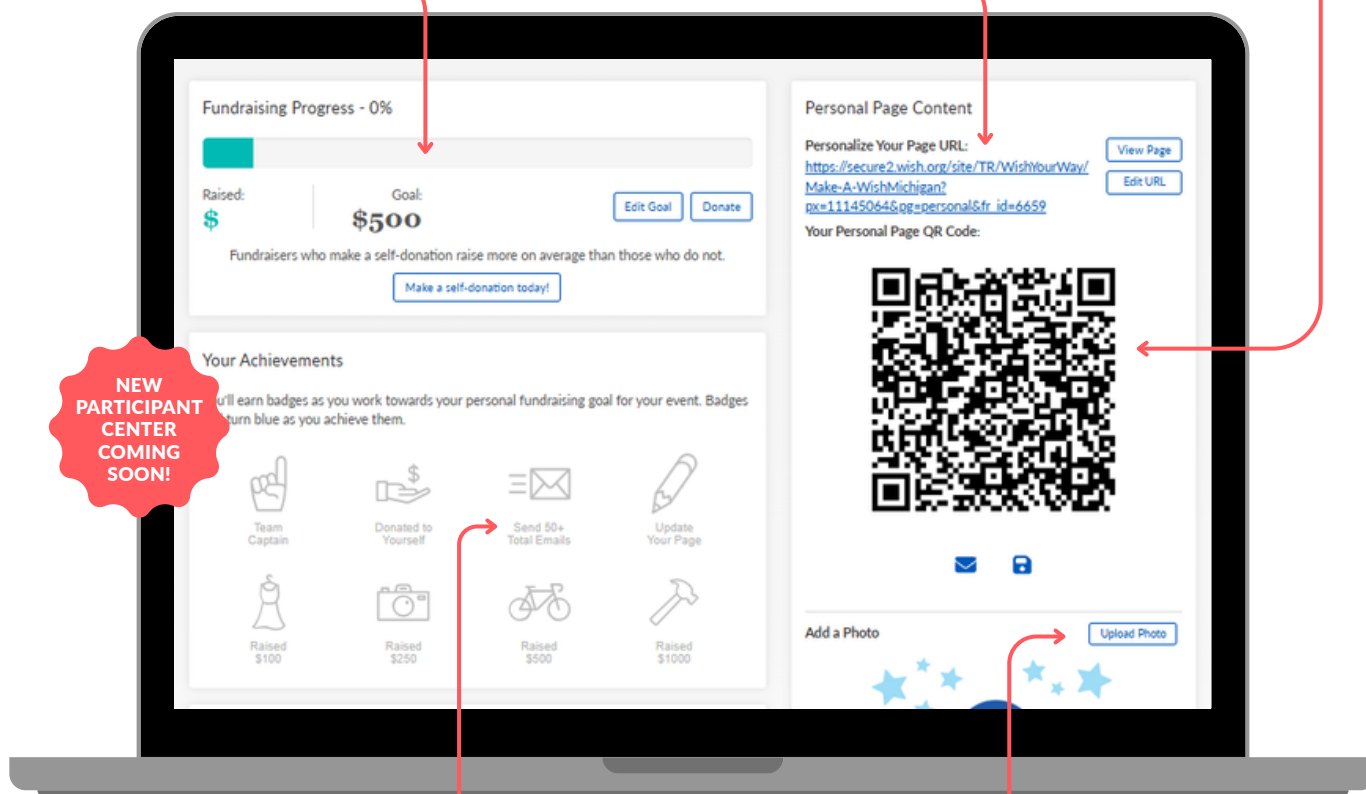
Once on your team page, click **“LOGIN”** in the top right corner.

If you need assistance, contact Make-A-Wish at studentwishmakers@wish.org.

TRACK your fundraising progress in real time or edit your goal

CUSTOMIZE your URL so your website reflects you or your team

DOWNLOAD your QR code to easily collect donations



NEW
PARTICIPANT
CENTER
COMING
SOON!

SHARE YOUR STORY!

Tell people why you are fundraising

ADD your photo

DOWNLOAD
the mobile app

The Make-A-Wish Fundraising Mobile App

Fundraising is easier than ever with our mobile app.
Download today for free and meet your goal in no time!



Scan QR code to download
the mobile app!