



Wish Week® Guide

Your guide to all elements of putting a truly successful Wish Week together!

WHAT?

Fundraisers and activities held during a certain day or week to benefit Make-A-Wish®. Your participation will help grant more wishes for more kids!

WHERE?

Wish Week fundraisers are usually held at school but can also take place at a local venue or restaurant in your community.

WHEN?

Wish Week can occur any time, but combining it with a large event already occurring at school like a rival game is great. Even think about World Wish Month® in April. It can be helpful to start or end with an assembly or on a game day. It's good to hold your Wish Week at the same time each year, so everyone can get excited.

WHY?

Wishes have proven physical and emotional benefits that can give kids with critical illnesses a higher chance of survival. And wishes not only help these children – they also have far-reaching, positive impacts on their families and communities. In addition to giving students the opportunity to help grant wishes, Wish Week can unite your school community and create a better understanding of:

★ School Spirit ★ Community Service & Volunteerism ★ Teamwork ★ Leadership & Entrepreneurial Skills

HOW?

1. Connect with Nick Dominguez at ndominguez@ncc.wish.org to talk more about making a Wish Week or Wish Day happen at your school.
2. Register your school, family or youth organization by visiting www.site.wish.org/StudentWishMakersNCC.

Questions? Email us at ndominguez@ncc.wish.org!

Sample Wish Week

Follow this sample Wish Week activity schedule or come up with fundraisers of your own!
Successful Wish Week fundraisers often include:

WEEK LONG - SPIRIT WEEK

Create a theme for each day of the week and encourage students to make a donation to dress in theme or costume. Base your theme on your favorite wish story to help connect to the mission.

MONDAY

OPENING ASSEMBLY

Bring your school together for an opening assembly to kick off your Wish Week and get students excited!

TUESDAY

COMMUNITY EVENT

Ask local restaurants or stores to do a give back campaign during Wish Week and spread the word. Invite the community to help support you.

WEDNESDAY

SALES EVENT

Popcorn or Baked Goods Sale, Lemonade or Hot Cocoa Stand, Sell Make-A-Wish Stars and make Star Chains in common areas

THURSDAY

LEADER CHALLENGE

Choose a handful of teachers, coaches, team captains or other area campus leadership to be pried in the face, put in a dunk tank or put in "jail" for a donation.

FRIDAY

GRAND FINALE

Host a closing assembly or use a big game to create a Make-A-Wish Night to celebrate the success of Wish Week!

WISH WEEK @FRONTIER ACADEMY

1/19	1/23	1/24	1/25	1/26	1/27	1/30
THEME: SCHOOL SPIRIT OPENING ASSEMBLY Staff Parking Space Auction Winners Announced 	THEME: CHRISTMAS CHEER DAY NHS FUNDRAISER Donate \$10 (in the morning) Get: • A star in BLUE hallway • Make-A-Wish wish board • A cookie (sponsored by Boulder Club) (Why? Because Kingdom Blue cookies!) PE Workout for Wishes Staff Parking Spots Reserved for auction winners Donate \$10 & Get: • A star in BLUE hallway • Make-A-Wish wishboard	THEME: PRINCESSES VS. SUPERHEROES INTERACT CLUB FUNDRAISER • Trained Lego Competition during CLAW Arcane \$10 per team of 2-3 to participate (Become Kingdom Blue Legos!) GIRLS BBALL VS. STRASSBURG • Large points game of Hoofline (35 team for a chance to participate) • Minute Minute • All gate goes to Make-A-Wish PE Workout for Wishes Staff Parking Spots Reserved for auction winners Donate \$10 & Get: • A star in BLUE hallway • Make-A-Wish wishboard	THEME: WHEN YOU WISH UPON A STAR (Wear shoes to show your support for make a wish) KEY CLUB FUNDRAISER • Gogo Ball • Tournament during lunchtime play only to play \$3 to get into a game PE Workout for Wishes Staff Parking Spots Reserved for auction winners Donate \$10 & Get: • A star in BLUE hallway • Make-A-Wish wishboard	THEME: CLASS COLOR DAY ATHLETE SUMMIT FUNDRAISER • \$5 song reserved drawing played during morning period between Block 1:10 and Block 2:10 STUCO • \$1 for Red Cholesterol! Cup for you and one to be shared with a friend BOYS BBALL VS. HIGHLAND • Staff vs. Students • Outlines • Minute Minute • All gate goes to Make-A-Wish PE Workout for Wishes Staff Parking Spots Reserved for auction winners Donate \$10 & Get: • A star in BLUE hallway • Make-A-Wish wishboard	DUTCH BROS MAKE-A-WISH DAY 	THEME: BLUE DAY CLOSING ASSEMBLY Celebrate our success! 

Help us grant wishes for kids like Kingston!

Make-A-Wish
CELEBRATING 40 YEARS OF WISHES

CLASS COLOR DAY DETAILS
 4th Grade-yellow
 7th Grade-orange
 8th Grade-red
 freshman-purple
 sophomore-pink
 Junior-Sea
 Senior-Silver

Use your school's unique QR code at every event and online!

Preparing for Wish Week: Planning Committee

Many schools or youth organizations will form a Planning Committee to lead the efforts and disperse the work load – check out a sample committee structure below!

WISH WEEK LEAD

Student Leader or Co-Leaders

Manages the other volunteers to help ensure an epic Wish Week. Often advised by one teacher or staff member. Either the student leader or the staff member serves as the contact for all administrative personnel and Make-A-Wish staff.

PROMOTION LEAD

Responsible for spreading the word about Wish Week. Creates and distributes flyers, social media posts and info to community partners.

ACTIVITY COORDINATOR

Assigns a student or other volunteer to be in charge of each day's activities. Organizes the opening assembly/game and final game/event.

DAILY ACTIVITY CHAIRS

Responsible for planning the details necessary for the successful creation of daily fundraising activities.

SAT

LEAD

SUN

LEAD

MON

LEAD

TUES

LEAD

WED

LEAD

THURS

LEAD

FRI

LEAD

SAT

LEAD



REMINDER: Make-A-Wish NCC staff
are available to help throughout your planning!

Wish Week Planning

You may not have all the details figured out yet, and that's okay!
Use this checklist to get started and make it your own.

10
WEEKS

REGISTER &
TOUR YOUR
PARTICIPANT
CENTER

Upon registering at site.wish.org/StudentWishMakersNCC 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. Contact Nick Dominguez (ndominguez@ncc.wish.org) to schedule a virtual meeting.

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 Student WishMakers 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 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 events for easy donation, post on social media and most importantly have FUN!

Use Social Media

Social media can be a great way to share updates to your fundraising goal, engage additional participants and rally your troops around the cause. Use our Canva social media templates to communicate about your events, to fundraise AND to share benchmarks to your fundraising.



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!

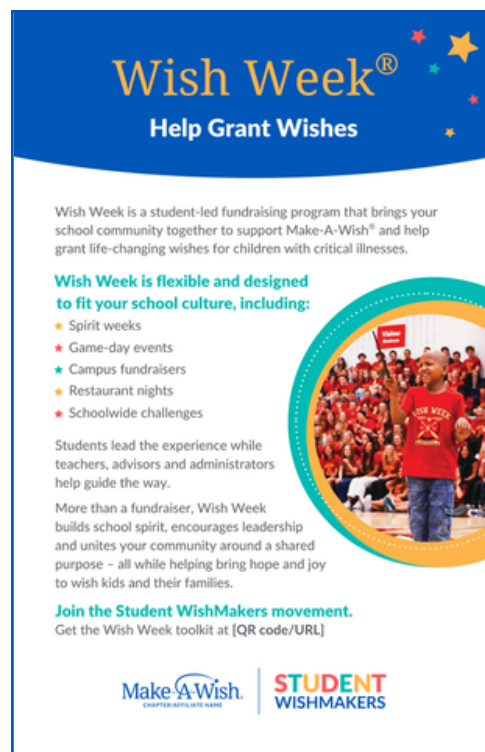
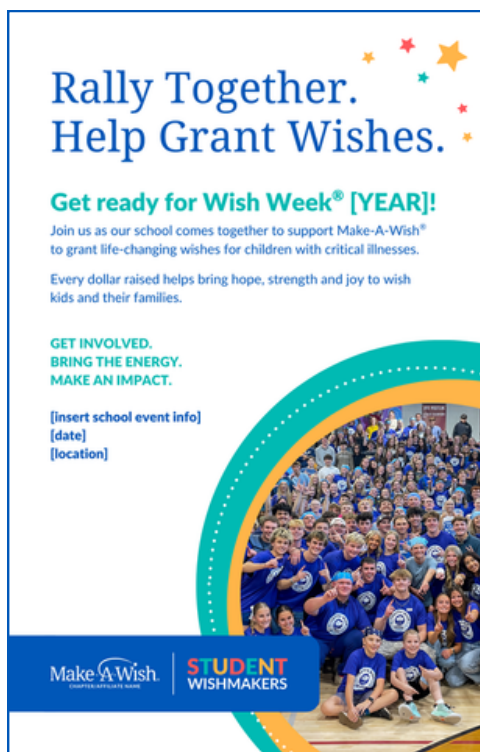


Scan QR code to download the mobile app!

Wish Week Resources

The following resources are available through your Make-A-Wish local chapter staff.

- Assembly Guide and Ideas
- Wish Week Sample Flyers
- How to Engage Wish Families
- Getting Your School Involved
- Spreading the Word
- Game Day Activation Guide
- Game Day Sample Flyer
- Spirit Day Ideas
- Social Media Templates



What are others doing for Wish Week?

- Change War
- Dunk a Teacher
- Text-A-Thon
- Sell MAW Paper Stars
- Rivalry Game Night
- Pied for a Cause
- Wish Week Auction
- Movie Night
- Blue Out/Game Day
- Dodgeball Tourney
- Dine to Donate
- Bowling Tournament

The Power of Custom QR Codes

Use the following information to rally your schools around QR codes and their Student WishMaker fundraising pages!

Ready to make your event even more awesome? Using your custom QR code is the **easiest way to collect donations** – no cash, no problem! Simply share your unique code with friends, family and event-goers, and they can donate instantly with just a scan on their phones. It's quick, easy and way more fun than any donation box.

Don't forget to add your QR code to event flyers, admission tables and entrances, and even donation buckets to make sure everyone has a chance to support. QR codes have the ability to be **everywhere**, making it even easier to raise money and make an impact!

Plus, you'll get real-time updates via your fundraising link it's connected to, so you can watch your fundraising total grow before, during and after your events. Grab your QR code, spread the word and start fundraising today!

Where Can Schools Find their QR Code?

- Start with registering your school at site.wish.org/StudentWishMakersNCC
- Once registered, your team captain can log in to their Participant Center.
- The QR code can be downloaded directly from the Participant Center.

If your school is interested in setting up multiples schools together as a district-wide fundraiser, reach out to Nick Dominguez for assistance registering. They can help connect these pages to roll up into one larger campaign.

