

WISH WEEKSM

RESOURCE PACKET



Make-A-Wish[®]

STUDENT

WISHMAKERS

MASSACHUSETTS AND RHODE ISLAND

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WISH WEEK GOAL SETTING

Ask yourselves: How much do we want to raise? How many students do we have?

Break down your fundraising goal: How much would each supporter have to donate to reach your goal? At a school with 1,500 students, each student would only have to give \$7 to raise \$10,000. That's a realistic goal!

Wish Kit Sales: Estimate 1/4 of students will purchase a Wish Kit.

A Wish Kit typically includes a t-shirt, wristband and star.

Example Wish Kit Donation Breakdown for 1,500 students:

\$10 Wish Kit x 375 students = \$3,750

\$15 Wish Kit x 375 students = \$5,625

\$20 Wish Kit x 375 students = \$7,500

Feeder School Donations: \$2,000+

Restaurant Nights: \$1,000+

Events (sports tournaments, classroom competitions, dance, movie night, etc.): \$1,000+

***Miracle Minutes: \$1,000+**

***Online Donations: \$1,000+**

**These fundraising ideas produce the highest return for the lowest effort*



Advertise and track your goal:

- Set a **realistic, meaningful goal** and let everyone know the goal you are trying to reach. The average cost of a wish is \$12,500. If you want to grant two wishes you would set your goal at \$24,000, then **advertise the goal. "Help us grant two wishes and raise \$24,000."**
- 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 Make-A-Wish 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 their head. At the \$5,000 mark, the principal will dye their hair, kiss a pig, etc.



RECOGNITION LEVELS

Make-A-Wish® Massachusetts and Rhode Island has different ways to support and acknowledge your incredible fundraising efforts based on the following donation levels:

Additional benefits:

- We will celebrate the top fundraising high school, middle school, and elementary school at the end of the school year.
- We will have a special celebration with each of our top 10 fundraising schools.

Wish Champion Sponsor

\$25,000+

Meaningful wish family engagement opportunities

Make-A-Wish volunteer or staff to attend assembly, check presentation, club meeting, or event

Access to Make-A-Wish supplies, banner, and logo

Thank you gift presented

Receive a multi-year "loyal donor" recognition after two years at the \$10,000 level

Make-A-Wish graduation cords provided for senior leaders

Hope Sponsor

\$10,000-\$24,999

Meaningful wish family engagement opportunities

Make-A-Wish volunteer or staff to attend assembly, check presentation, club meeting, or event

Access to Make-A-Wish supplies, banner, and logo

Thank you gift presented

Receive a multi-year "loyal donor" recognition after two years at this level

Joy Sponsor

\$5,000-\$9,999

Receive a wish child profile

Make-A-Wish volunteer or staff to attend assembly, check presentation, club meeting, or event

Access to Make-A-Wish supplies, banner and logo

Thank you gift presented

Wish Friend Sponsor

\$0-\$4,999

Receive a wish child profile

Make-A-Wish volunteer or staff to attend assembly, check presentation, club meeting, or event

Access to Make-A-Wish supplies, banner and logo

Want to jump to the next level? Ask your Make-A-Wish contact to share fundraising tips and tricks!

MAKE-A-WISH CAN HELP

Make-A-Wish Massachusetts and Rhode Island is excited to partner with you to ensure that your Student WishMakers experience is rewarding. The Make-A-Wish staff is here to help throughout your planning. Below is a brief checklist outlining all of the ways to utilize the staff and ensure a successful event!

☐ **Check out all the Wish Week resources, fundraising ideas, pro tips, and more at massri.wish.org/students.**

☐ **Schedule a brainstorm meeting with your Make-A-Wish contact.**

Your Make-A-Wish contact has great fundraising ideas and event planning tips and tricks to share. They are happy to schedule a phone call, visit the school, or have your group visit the Make-A-Wish office.

☐ **Request a Make-A-Wish welcome packet.**

The Make-A-Wish office has Make-A-Wish branded supplies for you to use, free of charge, to enhance your fundraising efforts. Make sure to request these early to guarantee they arrive in time. For more resources and fundraising ideas, check out the online Student Wishmakers toolkit at massri.wish.org/students.

☐ **Ask your Make-A-Wish contact to set up an online fundraising page.**

An online fundraising page is an easy way to increase your fundraising efforts. Share the link with your school community, feeder schools, friends, and family. Turn it into a competition and see which class can raise the most online. Award them with a pizza party or the chance to shave their teacher's head!

☐ **Send all marketing materials and promotion materials to your local Make-A-Wish contact for approval.**

Does the design and text follow Make-A-Wish branding guidelines? Make sure to add the Make-A-Wish logo somewhere on your t-shirt! See page six of this toolkit for some samples and pre-approved t-shirt designs.

☐ **Coordinate a Make-A-Wish representative to attend your event.**

Send the final event schedule with dates and times to your Make-A-Wish contact. We want to attend your events! Let us know what you have scheduled so we can coordinate a Make-A-Wish representative to attend, speak on behalf of the organization, and thank attendees for their support.

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WISH KITS & T-SHIRTS

What is a Wish Kit?

A Wish Kit is an easy way for students to purchase everything they need for Wish Week. Package your Wish Week t-shirt with Make-A-Wish goodies and sponsor giveaways!

Selling Wish Kits:

- Prevents nickle-and-diming the students at every event.
- Allows for easier cash management.
- Provides another great place to recognize sponsors.

Pro Tip: Include wristbands for students to use as entrance to all events! Your Make-A-Wish contact can provide these for free.



T-Shirt Tips and Tricks

Wish Week t-shirts increase school camaraderie, excitement and awareness!

- Design the t-shirt early and take pre-orders to help determine how many shirts you'll need to order.
- Find local businesses to sponsor t-shirts. The back is the perfect place to recognize a sponsor! Set a minimum sponsorship amount required for their logo to be included on the back of the t-shirt. We suggest somewhere between \$200 - \$500 each.
- Allow online and in-person purchases if possible.
- Schedule a day for all students to wear the shirt. This encourages purchases and can create a wonderful visual of support when every student is wearing one!



HOW TO INVOLVE FEEDER SCHOOLS

Involving your feeder schools is a great and easy way to increase your fundraising efforts while involving the community. Engage your entire school community with the tips below and connect with local schools in your area and encourage your entire school community to be involved with our Student WishMakers program.

Start early!

- Reach out at least two months prior to Wish Week. Email and call principals, athletic directors, and student council advisors. Ask to schedule a meeting to discuss how they can help.
- Send a "Save the Date" email with all of your Wish Week events.
- Keep the school updated on your Wish Week schedule and ways they can get involved.

Share unique fundraising ideas.

There are a lot of great ways feeder schools can support your efforts!

- Invite them to your Wish Week events and restaurant nights.
- Share your online fundraising link to send out to parents, family, and friends.
- Encourage them to host small fundraisers of their own. Some easy ideas include spirit days, penny wars, miracle minutes, bake sales, and classroom competitions.
- Visit massri.wish.org/students or contact your Make-A-Wish representative for other fundraising ideas.

Give extra special thanks.

Don't forget to recognize and thank the feeder schools for all of their support.

- Invite them to attend your opening and/or closing assembly and make sure to introduce and thank them!
- Reward the classroom that raises the most with a special pizza party or free tickets to the next high school football game.
- Follow up with a thank you note to each school that participated.
- Keep them engaged after Wish Week! Invite them to home football games, etc.

Don't forget to share the Make-A-Wish mission!

It's important that the students know why they are fundraising. Don't forget to share highlights about wish children to help them feel more connected. Share your experience with the students. Why do you love supporting Make-A-Wish Massachusetts and Rhode Island?



HOW TO OBTAIN SPONSORS

Wish Week sponsors can help cover initial costs of your event and add to your fundraising efforts while engaging the local community. You can reach out to your local Make-A-Wish representative who will provide you with tips and tricks on how to engage local businesses.

WHO TO ASK?

- We encourage students to brainstorm leads. Create an extensive list of who might be interested in supporting your efforts.
- Ask yourselves: Where do I go? What businesses do I interact with? For example, dentist, hair salon, retail stores or gyms. Places that you love and frequent will be interested in marketing to a similar audience (teens/students).
- Ask yourselves: Who do I know? Where do the adults in my life work? Having that personal connection to a business owner is always a bonus when asking for support.

HOW TO ASK?

- Empower students to make the ask themselves. This is a great opportunity to engage DECA groups or marketing classes to help them practice what they're learning.
- Assign students to potential sponsor leads based on their relationships.
- Practice role-playing. Remember to include the why. Why are you supporting Make-A-Wish Massachusetts and Rhode Island and why should this business get involved? What's the benefit for them?
- Keep it simple – skip the big powerpoint and map out a simple one-sheeter with the opportunity.
- Go in person - set a meeting and make the pitch face-to-face.
- Make-A-Wish has sample sponsor letters for you to reference. Visit massri.wish.org/students for tools!



SPONSORSHIP LEVELS

Create an easy to read chart outlining benefits to present to sponsors!

Sponsorship Benefits	Sponsorship Levels			
	Wish Week Sponsor \$2,500	T-Shirt Sponsor \$1,000	Yard Sign Sponsor \$500	Wish Week Supporter \$250
Exclusive Presenting Sponsor	X			
Opportunity to speak during Wish Week Assembly	X			
Exclusive logo on all Wish Week promotional materials	X			
Exclusive logo on promotional flyers and Facebook event	X			
Logo on Wish Week T-shirt	X	X		
Opportunity to distribute company swag during the week	X	X		
Logo on school website	X	X		
Logo on yard sign outside school	X	X	X	
Social media recognition and promotion	X	X	X	
Recognition during the Wish Week events	X	X	X	X

Don't forget to share the Make-A-Wish mission!

It's important that the businesses know why they are fundraising. Don't forget to share wish child information to help them feel more connected. Share your experience with them. Why do you love supporting Make-A-Wish Massachusetts and Rhode Island?



Make-A-Wish[®]

MASSACHUSETTS AND RHODE ISLAND

