



Make-A-Wish®
Fundraising Toolkit



Make-A-Wish.
WISH
IT FORWARD

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Thank you for Wishing It Forward!

You are helping to Share the Power of a Wish® with families in our community at the time they need it most. This toolkit will guide you along the way and provide tips and tools to support your efforts.

Powered by the fundraising efforts of the community, the Wish It Forward program provides a platform for people of all ages to join forces and take part in the wish-granting process. As the number of wishes we grant increases, so does the need for critical funding. Wish It Forward provides an opportunity for you to make a direct impact.

Participants are invited to begin a campaign anytime throughout the year. Additionally, at the end of April, we encourage campaign participants to celebrate the anniversary of the first wish ever granted in 1980. As we celebrate this momentous day, we will recognize the accomplishments made possible through the Wish It Forward campaign and the wishes that will be granted as a result!

Without friends like you, wish experiences simply wouldn't be possible. **Thank you** for Wishing It Forward to provide a courageous child and their family with hope, strength and unforgettable moments of joy.

With Warmth and Gratitude,
The Make-A-Wish® Family



Contact Information

Office Address*:
12625 Southwest Fwy
Stafford, TX 77477

3340 Severn Ave, Ste. 350
Metairie, LA 70002

Campaign Website:
www.wishyourway.org

Make-A-Wish Website:
Texgulf.wish.org

**When mailing donations to the office, please include your name and indicate the donation is for your Wish It Forward efforts.*

THE IMPACT OF A WISH

Make-A-Wish has granted more than 300,000 wishes in the U.S. and its territories since our inception in 1980.

Studies show, *the wish experience* is a vital part of a child's battle against a critical illness and is a powerful force for creating stronger communities.

89% of parents observed an increase in their child's emotional strength and overall health status.

81% of parents observe an increased willingness by their child to comply with difficult medical treatments.

97% of parents said the wish experience strengthened their families and gave them the opportunity to be a "normal" family again.

91% of volunteers and **94%** of wish parents expressed a deeper commitment to philanthropy and volunteering.

- 2011 Wish Impact Study

WISH IT FORWARD | ABOUT MAKE-A-WISH

OUR MISSION

Together, we create life-changing wishes for children with critical illnesses.



ABOUT MAKE-A-WISH

Make-A-Wish is the world's leading children's wish-granting organization, serving children in every community in the U.S. and in 50 countries worldwide. Each of our independent chapters relies 100% on community support and volunteerism, and all funds raised grant wishes right in their local community. More than 300,000 wishes have been granted since our inception in 1980, when our first wish-child, Frank "Bopsy" Salazar, asked to be a fireman.

It's our vision to grant every eligible child's wish. Last year, Make-A-Wish granted more than 15,400 life-changing wishes. Yet, we are only granting the wish of half of the children battling a critical illness. The Wish It Forward program provides much-needed funding for wish-granting and outreach programs to help us reach our vision of granting the wish of every eligible child.



50
countries

62
chapters

40+
international
affiliates

WISH IT FORWARD | WORLD WISH DAY



World Wish Day® is a celebration more than 30 years in the making: In 1980, one wish inspired the founding of Make-A-Wish and launched the wish-granting movement that circles the globe today. On April 29th, World Wish day, join us in celebrating the Wish It Forward campaign, which raises dollars that ensure our mission has the resources to continue to transform the lives of families at a time they need it the most.

HOW IT ALL STARTED

The creation of Make-A-Wish was inspired in 1980 by the fulfillment of a wish of a 7-year-old boy with leukemia named Chris Greicius, who wished to be a policeman. His mother, several friends and a group of police officers, with the cooperation of the Arizona Department of Public Safety, granted his wish with a custom-made uniform, helmet, badge and helicopter ride! The day after the special day, Chris had to be readmitted to the hospital, where he passed away a few days later.

After the wish, those involved—including Tommy Austin, U.S. Customs Agent, and Ron Cox, Arizona Department of Public Safety Officer—were inspired and eager to bring that same hope, strength and joy they saw as a result of Chris' wish to more children. Their simple idea has led to the continued growth of the world's largest wish-granting organization, now operating in nearly 50 countries.



Christopher, age 7, smiling in his official police uniform.

“He was only 7 years, 269 days old when he died. But he taught me about being a man. Even though he was only a boy, I can tell you that because of meeting Chris, I am an entirely different man. Ron Cox said the same thing. He said he didn’t fear death anymore, because he knew Chris would be there waiting for him.”

– Tommy Austin, Make-A-Wish co-founder and retired U.S. Customs agent

WISH IT FORWARD | STEPS TO SUCCESS

1. START YOUR FUNDRAISING PAGE

Visit [insert chapter's Wish It Forward landing page URL] and select 'Start A Fundraiser' to set up your fundraising page.

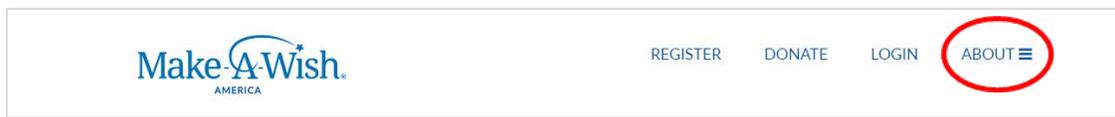
2. FOLLOW THE REGISTRATION STEPS

Follow the registration steps – name your fundraiser, provide a fundraising goal and create a username/password to access your Participant Center. The Participant Center is how you can update your fundraising page with a personal story and image, send emails to your contacts asking for support and track progress. It's very easy and can be done from your smart phone!



3. PERSONALIZE YOUR FUNDRAISING PAGE

After setting up your page, login to your Participant Center using the username/password created during registration. Click "LOGIN" at the top of the page and enter your username/password. Update your page with your story and a photo or video. The more personal you make your fundraising page, the more inspired people will be to donate.



4. ASK FOR SUPPORT & SEND REMINDERS

You will find people want to give; they just have to be asked! Send emails to your contacts asking for support (send reminder emails too – people often intend to donate but forget!). Be sure to share your page on social media too. Facebook is an incredible way to share your efforts, ask for support and recognize people after they donate.

5. GET CREATIVE

Asking for donations through emails and social media is the most effective way to raise money to help grant wishes. Want to do something more creative? Plan a fun activity and charge people to attend or try giving people an incentive to donate by selling food or products (such as T-shirts)!

6. CELEBRATE YOUR SUCCESS

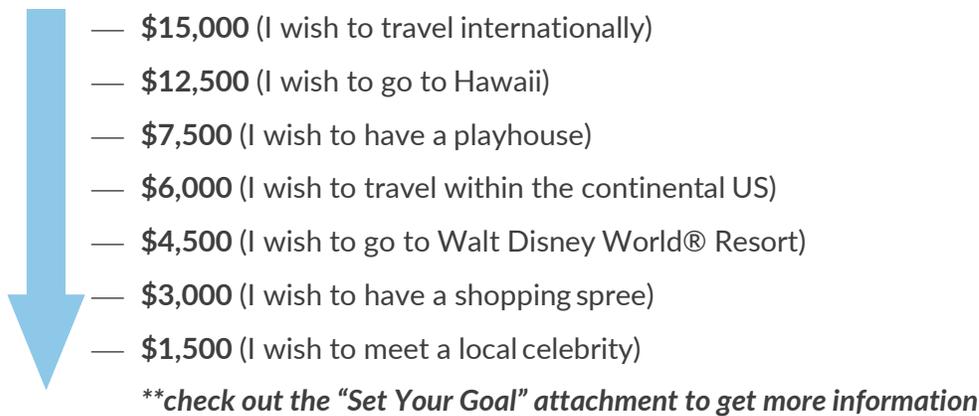
Feel great about raising money to help Wish It Forward. Share your success on social media using the hashtag #IWishedItForward.

WISH IT FORWARD | SET YOUR GOAL

Wishes strengthen families, rally communities together and transform the lives of everyone involved. Raising funds to Wish It Forward can be fulfilling and fun. The first step after registering your page is determining a goal for your efforts. Treat your goal much like you would any other personal challenge—consider your resources, create a strategy and set benchmarks to help you stay on track.

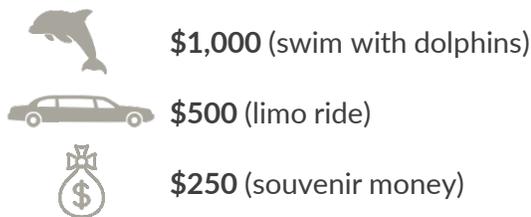
WANT TO RAISE ENOUGH TO FUND A WISH?

We encourage you to take on the challenge! The average cost of a wish for our chapter is \$6,000; however, wishes fall on all ends of the spectrum. Take a look at the estimated average costs of some of our most popular types of wishes to help you set your goal and visualize what your donation would make possible:



WISH ENHANCEMENTS

There are lots of smaller elements that go into the wish experience, helping to make each aspect memorable and unique. Any donation amount makes an impact. Take a look at some of the individual costs that go into making wishes possible!



Whether you choose to fund a portion of a wish or take on the challenge of funding a high cost wish, every dollar counts, and all funds will go directly to support our mission! Use these numbers to help you determine the amount you would like to strive to reach and record your chosen goal below!

MY FUNDRAISING GOAL IS: _____

WISH IT FORWARD | UTILIZE YOUR WEBPAGE

After setting up your page, login to your Participant Center using the username/password created during registration. The Participant Center is how you can update your fundraising page with a personal story and image, send emails to your contacts asking for support and track progress. It's very easy and can be done from your smart phone!

PERSONALIZE YOUR PAGE & FUNDRAISE

TIP 1:

Use the menu of tools at the TOP and RIGHT side of the Participant Center.

TIP 2:

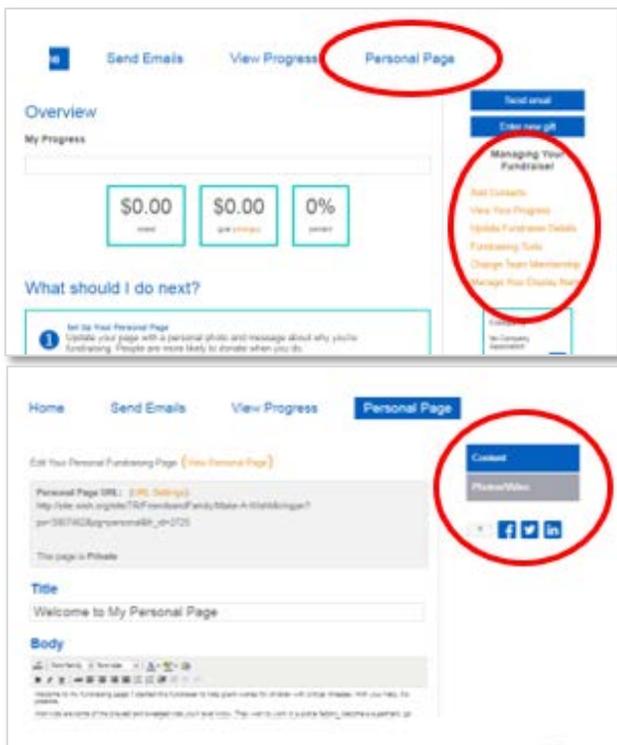
Click, PERSONAL PAGE, then the CONTENT button to update the title and text on the page to reflect you. Make it personal. Share the story of how you got involved with Make-A-Wish or why you think fundraising for wishes is so important. The more personal you make your story, the more compelled people are to give.

TIP 3:

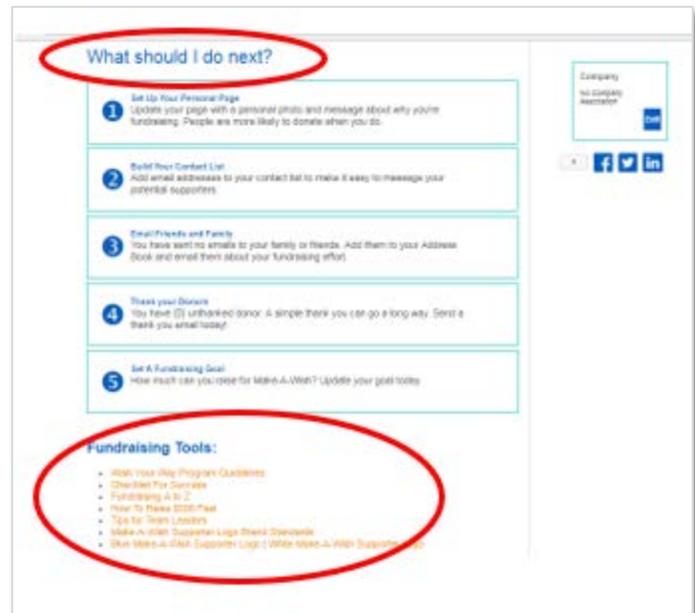
Click the "PHOTOS/VIDEO" button to add a photo or video.

**Please note, some photos may need to be resized to fit the website parameters. If you get an error message uploading a photo, please send the photo to [INSERT EMAIL] with the subject line "Resize photo" and include your name/team name in the body. We'll get a resized photo back to you as quickly as we can.*

HOW TO PERSONALIZE YOUR PAGE



REFER TO THESE SECTIONS FOR PROVEN WAYS TO RAISE MORE MONEY: "WHAT TO DO NEXT?" "FUNDRAISING TOOLS"



WISH IT FORWARD | FUNDRAISING TIPS

Now that you have registered, set your goal and set up your webpage, you are ready to begin fundraising! Below are some strategies that will help you meet your goal!

WRITING A FUNDRAISING LETTER | Sending out a request for contributions is the quickest and easiest way to raise funds. Personal appeals are great because they're targeted, direct and easy to implement. Your personal approach should reflect your own style and will depend on your relationship with the prospect. Regardless of the approach you choose, the following steps will apply:

1. **Make a List of Prospects.** In this case, quantity is important, so think big! The more people you reach out to, the more potential donations you'll receive. (i.e., family, school acquaintances, friends, work associates, clubs and organizations, church, synagogues, neighbors and community businesses.) Corporate gifts can be a valuable source of larger gifts.
2. **Select Your Approach.** The most effective and efficient way to reach a large quantity of potential donors is with an online letter. Snail mail is a great alternative for those who may not prefer email. And don't be afraid to pick up the phone – it's a great way to follow up.
3. **Select the Style of Your Message.** Do you want to come across as light and humorous, warm and friendly or serious and hard-hitting? Share a message about your personal connection or share the Make-A-Wish mission and its importance. Or, try using a combination of the above!
4. **Suggest an Appropriate Level of Giving.** It's helpful for donors to know the level of contribution you'd like for them to consider. Don't be afraid to say, "Would you consider a gift of \$25?" for the general audience. Or, "Would you consider a gift of \$100?" if you know the individual is capable of giving at that level.

PLAN A WISH IT FORWARD EVENT | Who doesn't like a party! Let guests hear firsthand why you're involved with Make-A-Wish and ask them to consider making a gift to your cause. Or, add a fundraising component to an activity you enjoy—whether it's cooking, crafting or exercising. It's the perfect way to give back to a great cause while doing something you love.

IN LIEU OF GIFTS | Host a party or event to celebrate a special occasion (birthday, holiday, graduation, house warming, etc.) and ask people to make a donation to your efforts in lieu of gifts.

DON'T FORGET THE CLASSICS | You know the fundraisers that have been around for ages? Garage/yard sales, lemonade stands, car washes, bake sales, etc.—these are always a good idea!

RESTAURANT NIGHT | Do you have contacts at a local restaurant or bar, or are you just a frequent customer? Even if you don't have a connection, you would be surprised how many restaurants will agree to a partnership with a group/club/school/team that can reach a large number of people to host a fundraising evening.

SOCIAL MEDIA | Share your page on all your social media networks to ask for donations. The key is to post often so people are sure to catch it on their newsfeed. Expand your reach even more by asking others to 'share' or 'like' your posts, too! It's a great way to involve friends and family that live far away.

WISH IT FORWARD | FUNDRAISING TIPS

GET YOUR COMPANY INVOLVED

Workplace fundraising is good for morale and employee bonding. It is the perfect platform to easily target a specific group of people!

ROUND UP FOR A CURE | Does your business sell goods or services? Ask customers if they want to round up to the nearest dollar and donate their change to Make-A-Wish. That change can add up fast!



PROMOTION | See if you can promote the Wish It Forward campaign at meetings, place posters in the break room or an announcement in your company newsletter. Place a donation canister in an area that is highly visible to customers.

SPORTING EVENT | Get your co-workers together and arrange a sporting event and charge a fee to participate. A little competition never hurts!

DRESS DOWN DAY/BIG GAME DAY/CASUAL FRIDAY | See if you can charge your co-workers a donation to Make-A-Wish for the privilege of coming to work in casual attire.

FUNDRAISING CHALLENGE | Pick a period of a few weeks and challenge your co-workers to raise as much money for Make-A-Wish as they can on their own. The person who raises the most wins a prize. Perhaps you can persuade the company into giving them a bonus day off!

BAG OF 20'S | Go around the office and ask everyone who wants to participate to write their name on the back of a \$20.00 bill. Collect everyone's money and put it all in a bag. Tell everyone that you will draw one of the bills and whatever name is on the back gets half of the cash and the other half goes to your efforts. Who wouldn't want to pay \$20 for the chance to win half the bag! Plus, if you're lucky the person whose name you draw may just offer for you to keep their portion!



TIP NIGHT | If you typically receive tips for services provided, ask your co-workers to have a day where all tips go to Make-A-Wish.

MATCHING GIFTS | Check to see if your employer has a matching gifts program where they match your donations to charities. Or, see if they will donate money for each hour you volunteer.

TASTE A DISH FOR MAKE-A-WISH | Tell your co-workers that you will be bringing in breakfast or lunch to benefit Make-A-Wish and charge for their order. You could take advance orders and get carry out or do some cooking! Bring in bagels, muffins, sandwiches and charge for each item. Perhaps you can get a local business to donate the food so there is no cost to you!

WISH IT FORWARD | FUNDRAISING TIPS

WISH IT FORWARD AT YOUR SCHOOL

A perfect opportunity to engage your school in helping grant wishes for kids who are battling critical illnesses. Host a fundraiser on World Wish Day or any day of the year!

COORDINATE A STUDENT/TEACHER SPORTS EVENT | At halftime, students and teachers can compete in games or other sporting events during basketball or football season. For example, students and teachers can purchase the opportunity to compete in a half court shooting competition and win a prize if they make it.

SOAK YOUR TEACHER | Students buy opportunities to soak their teachers. Ideas: squirts with a squirt gun: \$.50; water balloons: \$.75; bucket of water: \$1.00, etc.

SALES | Organize a bake sale, garage sale, cookbook sale (with favorite recipes from students or parents), candy sale, flower sale, book sale, holiday gift baskets sale, etc. Use your imagination!

HOLD A DRESS DOWN DAY OR A HAT DAY | Students and teachers with a dress code in their school can contribute a small fee to wear casual clothes or a hat to school for the day.

PLAN A BENEFIT CONCERT, TALENT SHOW OR SCHOOL DANCE | Invite local talents or students to perform in a benefit concert or talent show. Or plan a school dance and sell tickets for students to attend!



STAR CUTOUTS | Sell special star cutouts for \$1 each. Participants can design their own star and hang them in school classrooms or hallways.

PENNY WARS | Each grade level competes against each other to collect the most pennies. Students are encouraged to put nickels, dimes and quarters in another grade's container to get the corresponding amount of pennies subtracted from their total count! Have prizes for the winning group!

HOLD A CANDY GUESSING GAME | Fill a large jar with candy. Have students pay to guess.

BABYSITTING NIGHT | Is your school grades K-12? Gather a group of older students and use your school gym to hold a babysitting night. Let the parents know that for a set fee they can drop their kids off on the designated evening and enjoy a night out. Plan some activities for the kids to do such as crafts, movies, games, etc.

WORLD WISH DAY CELEBRATION | Plan an event to celebrate the anniversary of the day the first wish was granted. Have everyone who makes a donation come to school dressed to resemble what they would wish for.

Sample Fundraising Letters

FUNDRAISING LETTER | EXAMPLE FOR WISH FAMILIES

Dear Friends and Family,

Our family has decided to launch a fundraising campaign in support of the [INSERT CHAPTER NAME] Wish It Forward initiative. As you may know, we have a personal connection to Make-A-Wish® because our **daughter** is a wish child. **Haley's** wish was **to meet Minnie Mouse, so our family traveled to Walt Disney World® Resort for the experience of a lifetime**. This wish forever changed our lives and we are grateful to [INSERT CHAPTER NAME] for making it possible.

This is why our family has decided to Wish It Forward by raising the funds to grant the wish of another child like **Haley**. Our goal is to raise \$4,500, which is the estimated cost of sending another child to Disney World. We ask that you make a donation in honor of this momentous wish and the tens of thousands granted since for children like **Haley**.

Your tax-deductible gift will help us reach our goal to Wish It Forward. Please make a gift of \$20, \$50, \$100 or more to help grant a wish.

Thank you for your generosity and pledge to help grant the wishes of every eligible child fighting a critical illness.

FUNDRAISING LETTER | GENERAL EXAMPLE

Dear Friends and Family,

I'm writing to fill you in on a special update and ask for your support. I have decided to take part in [INSERT CHAPTER NAME] Wish It Forward campaign to help raise funds to provide the powerful impact of a wish to a family at a time they need it most. I'm so excited!

I have set a fundraising goal of \$12,500 to Wish It Forward. You may be wondering why I chose this lofty goal. As you can imagine, the cost of a wish can fall on all ends of the spectrum. My goal is the estimated cost associated with granting a child's wish to go to Hawaii, like wish kid Colin. Colin has an endocrine disorder, which means that his body struggles to produce the right amount of hormones. His condition is life-threatening and requires extra medical care that most teenagers don't have to worry about. While this disorder would keep many people from doing the things they want in life, Colin has forged forward.

I want to help grant wishes for children like Colin, and I hope you'll support me. Please help me and make a gift of \$20, \$50 or even \$100 or more to help grant a wish. Thanks so much for your support and generosity! Together we can make a positive, powerful difference!

Create a List of Potential Donors

Asking for support is simple! Use this worksheet to make a list of people and organizations in your daily life who could donate to your campaign! Rallying your personal community around your efforts will make a huge difference.

Name five members of your family

Name five former co-workers

Name five of your closest friends

Name five current
co-workers

Name five potential corporate sponsors

Other companies or contacts to approach for sponsorship or donations

Who's your employer?

Who's your doctor?

Who's your dentist?

Who does your pest control?

Who's your landscaper?

Who's your veterinarian?

Who's your travel agent?

Who's your lawyer?

Who sold you your car?

Who's your hair stylist?

Who's your insurance agent?

Where do you grocery shop?

Who's your dry cleaner?

Social Media Tips

Social networks are about connections and relationships. Sharing your Wish It Forward fundraising efforts in these spaces is a great way to reach out to people you already know. The *best* way to attract attention to your posts is through photos. Remember these tips when spreading the word on your social media accounts:



SHARE YOUR STORIES & PHOTOS

- In telling friends and followers about Wish It Forward, tell them *why* you're excited to grant a child's wish and about the impact Make-A-Wish has had in your life.
- Be specific about your goal, how to make donations and the difference it'll make for wish kids.
- Include a link to your online fundraising page whenever possible.
- Post consistently! Share updates all throughout the campaign.
- Tag us in your posts!
- Include the Wish It Forward hashtag in your posts! **#IWishedItForward #WishingItForward**
- If you have a Wish It Forward fundraising event coming up that you would like people to attend, post on the Facebook comment box on the Wish It Forward homepage.
- **Before** fundraising events, prepare a shot list to make sure you get photos of everything.
- Share candid and close-up shots that capture the different aspects of your fundraiser.
- Include kids in your photos, if applicable.
- Take photos of corporate sponsors, if applicable.
- Include 3-4 people for the best publicity shot.
- Post the photos to your social media accounts that are most appropriate for your event.
- Use photos as a way to thank your supporters.

EASY STEPS | RAISE \$500 IN ONE WEEK

- DAY 1 Make your own \$25 contribution (\$25)
- DAY 2 Ask ten neighbors for \$10 each (\$100)
- DAY 3 Ask your boss to contribute \$50 (\$50)
- DAY 4 Ask ten co-workers for \$5 each (\$50)
- DAY 5 Ask three family members for \$25 each (\$75)
- DAY 6 Ask two businesses for \$50 each (\$100)
- DAY 7 Ask ten friends for \$10 each (\$100)

Follow-Up Tips

- Invite people to **spread the word!**
 - About **two weeks** after your original email or letter is sent, review your mailing list, highlight the people who said they'd donate (but haven't) and send them an encouraging follow-up note.
 - Post your fundraising website link on your **Facebook/Twitter** page periodically to remind your friends and family that you're still raising funds.
- 
- As you see people at work or in your personal life, **remind them** you're still collecting funds. People often intend to donate but get distracted with work or other commitments and forget.
 - **Stay in touch** with the people on your mailing list throughout the campaign to increase your response rate. Send updates sharing your progress, share wish stories and highlight interesting stories from your fundraising experience.
 - Include a **donation form** with all correspondence.
 - **Rally the troops:** As momentum builds and you approach the final days of the campaign, the following can help spark that last bit of excitement needed to reach your goal:
 - Say thank you ... often
 - Share updates: "Hooray, we are only \$200 from reaching our goal!"
 - Ask for donations again: "We're so close to our goal, every \$10 counts!"
 - **Close the loop:** Remember, communication shouldn't stop at the end of your campaign. Be sure to follow-up to say thank you and share your success with everyone who helped make it happen.



DONATION FORM

Name of Donor: _____

Address: _____ City: _____ State: _____ Zip: _____

Please credit this Make-A-Wish® Donation to: Participant/Team Name: _____

Donation Amount: \$25 \$50 \$100 Other \$ _____

Method of payment: _____ Check (made payable to Make-A-Wish) _____ Credit Card (circle below)

AMERICAN EXPRESS DISCOVER MASTERCARD VISA

Credit Card #: _____ Exp. Date: _____ CVC# _____

Name on Card: _____ Signature: _____

Simply mail this form with your donation to:

12625 Southwest Fwy, Stafford, TX 77477 OR 3340 Severn Ave, Ste. 350, Metairie, LA 70002

Make-A-Wish will attribute your donation toward the specified Wish It Forward efforts you selected above.

Thank you for your support and generosity in this endeavor.

Or donate securely online at www.wishyourway.org.



DONATION FORM

Name of Donor: _____

Address: _____ City: _____ State: _____ Zip: _____

Please credit this Make-A-Wish® Donation to: Participant/Team Name: _____

Donation Amount: \$25 \$50 \$100 Other \$ _____

Method of payment: _____ Check (made payable to Make-A-Wish) _____ Credit Card (circle below)

AMERICAN EXPRESS DISCOVER MASTERCARD VISA

Credit Card #: _____ Exp. Date: _____ CVC# _____

Name on Card: _____ Signature: _____

Simply mail this form with your donation to:

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