

# Wishmakers On **CAMPUS**<sup>®</sup>

## ACTION PACK



MAKE ·  · WISH<sup>®</sup>  
Mid-Atlantic

# MAKE·A·WISH®

## Mid-Atlantic



## Wishmakers On Campus® Fundraising Packet

Thank you for your interest in holding a special event to benefit **Make-A-Wish® Mid-Atlantic's Wishmakers On Campus**. This program gives students the opportunity to help grant wishes for local children with life-threatening medical conditions.

Participating in Wishmakers On Campus is beneficial not only to children who will receive the gift of a wish, but also to the students who help make those wishes possible. Students will learn the importance of community involvement and philanthropy, while gaining valuable, real life leadership experience.

## How to Get Started

1. Identify your group organizer. The organizer is responsible for planning and obtaining support for your fundraiser from inception to the day the check or donation is issued to the chapter. **It is organizer's job to develop logistics and acquire the venue, sponsors, publicity, prizes, entertainment and staff that are necessary for a successful event, including its fundraising aspects.**
2. Identify your group's fundraising advisor or supervisor.
3. Get creative! We always love new, creative ways to raise funds for Make-A-Wish Mid-Atlantic! A Wishmakers On Campus event can be a fun way to motivate classmates or bring a group together for a great cause. For some exciting ideas to consider see our Fundraising Ideas page.
- 4.
5. Complete the attached Fundraising Form and return it to your chapter contact. Your submission will be reviewed by the Director of Special Events. We will call you with any questions and help revise any areas that are not in compliance with our standards.

We promise to make this process move quickly and we will provide a response within 2 weeks of receiving the forms. **You are not permitted to use the Make-A-Wish name or logo for ANY reason until we have provided you with written approval of your Fundraising Form.**

## Fundraising Ideas

### **Benefit Concert**

No matter what kind of music you like, organizing a benefit concert is a great way to get people together. Organize a Battle of the Bands, an acapella concert, a rap concert, you name it. Whatever your music preference is you can make this event a hit!

### **School Marathon**

Regardless of the type of marathon, the rules are all the same. Students get pledges from friends and family then do the marathon activity for as long as they can. The student(s) who raise(s) the most money can win a special prize. You can also create and sell marathon T-shirts. Some ideas for marathons include: dance-a-thon, walk-a-thon, bowl-a-thon, or come up with one of your own.

### **Sports Tournaments**

Plan a round-robin tournament on campus. Charge a small fee to sign up with a team, and have a fun day filled with basketball, volleyball, soccer, lacrosse, etc.

### **Sales**

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

### **Car Wash**

Work with a local business with a big parking lot and water supply to hold a car wash. You can even ask your local radio station to donate advertising to promote the event.





## Spaghetti Dinner or Pancake Breakfast

Get in touch with you domestic side, and work with your dorm or apartment complex to host a dinner or breakfast. Charge a small fee to eat and invite your entire building.

You can try one of the ideas above, or come up with your own Wishmakers On Campus fundraising idea. More ideas can found on our website at [www.midatlantic.wish.org](http://www.midatlantic.wish.org).

In completing the Fundraising Form and planning your fundraiser, there are some rules that you are required to follow. **Please review the following information carefully.**



## Using the Make-A-Wish® Logo and Name

A copy of the Make-A-Wish Mid-Atlantic logo will be sent to you upon request pending approval of the proposal. Some rules for using the logo:

- Our logo appears at the right. It is in a typeface developed especially for Make-A-Wish and must be used as it appears.
- **Do not use logos found on the internet.** We will provide you with the most current version, which includes our chapter name.
- The name of the chapter may be used in Futura, Century Schoolbook or Century Gothic (online).
- **The logo and name must never be used in the title of the event.**
- Any products and/or collateral you develop for your fundraiser which incorporate the Make-A-Wish logo or name (such as t-shirts) must be approved by the chapter.
- **In all cases**, the words "Make," "A," and "Wish" must all be capitalized and separated by hyphens.
- The registered trademark symbol (®) should always be used on the first or most prominent reference of each registered trademark (e.g., in a headline, or when the marks first appear in a body of text). The circle-R symbol should appear in superscript at the end of each mark (e.g., Make-A-Wish® or Make-A-Wish® Mid-Atlantic – **not** Make-A-Wish Mid-Atlantic®).



Any information you distribute, publish or send out using the Make-A-Wish name or logo must be reviewed and approved by the chapter prior to such distribution. **Before publishing, please send an electronic copy of all materials to your chapter contact for approval.**

## Sharing the Make-A-Wish Message

**Please do not use the terms “terminally ill”, “dying”, or “last wish” when referring to our wish children. The appropriate expression is “children with life-threatening medical conditions.”** A lot of children for whom we have fulfilled wishes are still living, and many are now adults. We believe their wish had a positive impact on their well-being. Your fundraiser will help to provide a critically ill child with hope, strength and joy during a time that is often cluttered with worry and uncertainty.



If you would like help wording an appeal to your event supporters, we would be happy to assist you in developing compelling language that reflects our mission. Please communicate this important information to everyone involved in promoting your event, and remember that all messaging and materials need the chapter's prior written approval before being used and/or distributed.

On any form of promotion, please disclose that amount that is going to our chapter. Use the examples to assist you in writing this statement.

### **What portion of proceeds goes to Make-A-Wish**

If all money collected is going to Make-A-Wish Mid-Atlantic

If all money minus your expenses on the event is going to Make-A-Wish

If a specific dollar amount from the purchase of a product is going to Make-A-Wish, you must state the dollar amount

If a percentage of the proceeds are going to benefit Make-A-Wish, you must state the percentage

### **The Language to Use**

100 percent of all proceeds will benefit Make-A-Wish Mid-Atlantic

100 percent of all net proceeds will benefit Make-A-Wish Mid-Atlantic

Example: For every cookie we sell on Sunday, \$1 will go to Make-A-Wish Mid-Atlantic

Example: 25 percent of all proceeds from X event will benefit Make-A-Wish Mid-Atlantic



If you would like any more information or need assistance with our fundraising guidelines, please contact the Make-A-Wish Mid-Atlantic Headquarters.

# Wishmakers On **CAMPUS**<sup>®</sup>

## Fundraising Form

Individual/Group Name: \_\_\_\_\_

School or Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Advisor Name: \_\_\_\_\_

Advisor Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Description of fundraising activity: \_\_\_\_\_

\_\_\_\_\_

Date and time of fundraiser: \_\_\_\_\_

Location of fundraiser: \_\_\_\_\_

Estimated number of participants: \_\_\_\_\_

Would you like a Make-A-Wish representative to meet with your group, speak at an assembly or attend a check presentation? (If yes, please describe.)

\_\_\_\_\_

Will you need any other support from the Make-A-Wish Mid-Atlantic? (If yes, please describe.)

\_\_\_\_\_

Do you plan to promote this event? (If yes, please describe.)

\_\_\_\_\_

We have read and agree to follow the attached Wishmakers On Campus Fundraising Rules.

PROPOSED BY:

APPROVED BY:

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name of Advisor

Make-A-Wish Foundation of the Mid-Atlantic

Date: \_\_\_\_\_

Date: \_\_\_\_\_

