



# NCAA Division II Pre-Approved Fundraising Ideas List

## Fundraisers Guaranteed to Score Big

Thank you for helping to make wishes come true for children with critical illnesses when they need it most. In this toolkit, you will find pre-approved FUNdraising ideas, both in-person and virtual, to assist you and your school with brainstorming events and activities to benefit Make-A-Wish®.

You can mix and match to create a fundraiser all your own, just as long as you check with your campus athletics compliance office for final approval and compliance with NCAA rules and regulations.

### LEVEL OF DIFFICULTY



## Table of Contents

### FUNDRAISING IDEAS .....2

Make it Virtual • For the Love of the Game and Wish Kids • Show Your Support  
It's All Fun and Games • Engage the Community • Other FUNdraising Ideas

### IMPORTANT REMINDER .....15

### QUESTIONS .....15

# For the Love of the Game

## Game Seats Halftime Drawing ★

1. Reserve two or more front row seats.
2. Sell tickets to fans for \$1 at each basketball or football game.
3. Sell tickets until halftime.
4. Draw the winning ticket out of a hat.
5. The winner selected will obtain front row seats to an upcoming game or move seats for the second half, depending on how you set it up.

## Prizes Halftime Drawing ★

1. Sell raffle tickets to fans in attendance for the chance at an opportunity to win a special prize.
2. Depending on the number of prizes available, select the winners from the tickets sold to win a prize.
3. Check with your student government association or athletics department to donate prizes or game tickets.

## Halftime Contests ★

1. Sell raffle tickets to fans in attendance for the chance to participate in halftime contests, such as kicking a field goal from a certain distance at a football game; counting the number of successful serves to a predetermined target during a volleyball game; or successfully hitting a hockey puck into a cut-out in the goal at a hockey game.
2. Select a certain number of participants to participate in the halftime event.
3. T-shirts, hats and other items donated by your athletics department should serve as prizes.
4. Ask spectators to donate to Make-A-Wish during halftime.

## Sell Items at Games ★

Identify possible items to sell during sporting events or special activities, i.e., pom-poms, foam fingers, lanyards and T-shirts. Pom-poms and foam fingers are generally great sellers. Make sure to contact the bookstore to obtain clearance to sell certain products if necessary.

## Sporting Admission ★★

Implement an admission fee to a typically open event and donate the ticket sales to Make-A-Wish. An increase in admission price would also work, with the additional fee going to Make-A-Wish (i.e., \$1 from each ticket sale will benefit Make-A-Wish).

# Show Your Support

## Chains of Wishes ★

**A fundraiser designed to involve everyone on campus and within the local community.**

1. Cut strips of paper and stamp or label with your school logo and include a statement that says: “In Support of Make-A-Wish®.”
2. Sell these strips for \$1-\$2 to individuals in support of creating a “Chain of Wishes.”
3. Allow individuals who purchase a chain to sign their name and/or write a short message.
4. Connect the strips to form a chain.
5. Presentation of the chain with the collected donations will be made to the local Make-A-Wish chapter.

## Make-A-Wish Night ★★★

**Invite wish families to attend a game or sporting event for free. Show an approved Make-A-Wish PSA early on during the event, and ask the crowd for donations. At halftime, allow a wish family who has agreed to participate to speak about their wish experience and its impact.**

1. Designate which event will be your “Make-A-Wish Night.”
2. Create flyers and marketing materials to advertise your fundraising event.
3. Request the local chapter include details about the event in their newsletters and social media outlets prior to the event.
4. Determine how funds will be collected during the event (a booth or table at entry points to the venue, or team members can walk around with collection buckets to take donations throughout the event) and designate who will participate in the collection.
5. Work with your local chapter to find an appropriate and willing wish family to participate in the event.
6. Secure an approved Make-A-Wish PSA from Make-A-Wish America to share during the game.

## T-Shirt Sale ★★

**Sell athletics department T-shirts at games and in the dorms. This fundraiser needs to be cleared with the Compliance Officer and Athletics Department Licensee before beginning the project.**

1. Get fundraising approval from the Compliance Officer and Athletics Department Licensee.
2. Design a T-shirt logo.
3. Have the T-shirts made.
4. Set up a table at a sporting event or in the dorm and sell.



### Catch These Fundraising Best Practices

#### WISH KIDS AND FAMILIES:

*Increase attendance by inviting wish kids and their families to attend and speak at the event.*

# Show Your Support (CONT.)

## Welcome Back Goody Bags

Send out flyers to parents of participating student-athletes in the athletics department with information on how to send goody bags to their children to support them during the first few weeks of school. For a donation of \$20, the student-athlete will receive a goody bag with items including fruit, favorite candy bar, juices, crackers and other related snacks. Parents will also be provided an envelope to enclose a personal letter. All donations will benefit Make-A-Wish.

1. Make flyers and forms to send to the parents of student-athletes.
2. Ask local retailers for donations of various goods and snack items to use in the goody bags. Keep purchases down as much as possible to ensure fundraising success.
3. Have forms sent back with money by a certain date.
4. Organize goody bags with treats and special notes.
5. Distribute to student-athletes.
6. These bags can also be sold during midterms/final exams.



### Catch These Fundraising Best Practices

**FRIENDLY COMPETITION:** *Host a competition between different sports teams (e.g., baseball vs. basketball) or between student-athletes and coaches/professors/administrators to increase institutional support. See who can raise the most funds or generate the highest level of participation.*

## Wish Star Sales

1. Visit the [Tools & Resources](https://ncaadii.wish.org) tab of [ncaadii.wish.org](https://ncaadii.wish.org) to download and print paper wish stars.
2. Set a coverage goal: aim to cover all the walls of locker room, etc.
3. Sell the stars during an event or game.
4. Hang the stars on the walls to encourage others to donate and sign their name on a star.



# It's All Fun and Games

## Bean Bag Toss (Cornhole, Baggo) Tournament ★★

**Student-athletes and entire campus community are invited to compete in a tournament where winners are awarded prizes.**

1. Host event on a campus lawn and have teams bring tents to enhance the environment.
2. Advertise around campus with flyers and posters.
3. Determine ticket price per person, and sell tickets in advance. Allow for tickets to be purchased on the day of the event as well.
4. Create a fun environment by setting up outdoor speakers or enlisting a local band or DJ to perform during the event.

## Dodgeball Tournament ★★★

**Invite each organization or athletic team on campus to create a dodgeball team. Each team pays an entry fee to play. Give each team a “coach” who is a SAAC member. Host a cook out or BBQ during the tournament where people can buy tickets.**

1. Secure a site for the event, preferably a basketball court.
2. Set a date and time for the event.
3. Secure the equipment needed for the event (balls, tables, chairs, etc.).
4. Ensure all team coaches are prepared to educate their team members on the dodgeball rules and collect all entry fees.
5. Create any marketing materials, such as dodgeball flyer, dodgeball logo or participant T-shirts.

## Golf Tournament ★★★

**This is a great idea where the funds raised through the event could benefit both your institution's athletics department and Make-A-Wish. Make sure you are clear with participants how much benefits Make-A-Wish. This fundraiser needs to be cleared with the athletics department before beginning.**

1. Set up a date to hold the event with a local golf course.
2. Charge a flat rate of \$75 per individual to participate in the event. This rate would include 18 holes of golf and dinner. Dinner can be something as simple as hamburgers and hot dogs. Funds raised (at least 50 percent) will benefit Make-A-Wish.
3. Organize participating individuals into foursomes and let them play. Winners will receive a prize or goody bag. The prize pack may contain a gift certificate from a local restaurant or local merchandiser.

# It's All Fun and Games (CONT.)

## One Wish, One Night – Game Night ★★★★★

The goal of “One Wish, One Night – Game Night” is to raise enough money in one night to sponsor a wish for your local chapter. Include games such as a hula hoop contest, limbo, pie-eating contest, and require participants to pay an entry fee for each event they would like to participate in. Provide winners of each event with a prize.

1. Secure a site for the event that allows for plenty of space for multiple activities at once.
2. Set a date and time for the event.
3. Determine the games that will be played during the event – the more you have, the better!
4. Secure equipment needed for the event (hula hoops, basketballs, limbo pole, etc.).
5. Enlist a few volunteers to act as referees for each event.
6. Request donations from local retailers to use as prizes for the winners.
7. Create approved marketing materials and distribute throughout campus and to the local community – the more participants you have, the more funds you will raise.
8. Work with your local chapter to determine the average cost of a wish and designate the number as your fundraising goal. Include your goal in all marketing materials for the event.
9. Sell tickets in advance and during the actual event.
10. Invite a local band or DJ to perform during the event.
11. Announce your progress on your goal throughout the night to generate excitement and encourage additional participation and donations.





# Engage The Community

## Auction ★★

**Have local businesses donate items for a student-athlete sponsored auction to benefit Make-A-Wish.**

1. Have all donated items organized on a table.
2. Give each person a sign with a number to use to bid.
3. Have an auctioneer be responsible for introducing the item up for the auction and then keep track of winners by using a computer spreadsheet (a silent written auction would be a great idea as well).

## Bake Sale ★★★

**This fundraiser is a hit before, during and after big games. Set up right outside the field/court, and the baked goods will be gone before you know it!**

1. Have student-athletes in the athletics department or local grocers donate goodies to the bake sale.
2. Designate team members to work shifts to sell the goodies.

## Car Wash ★

1. Find a fire department or other water resource in your area.
2. Advertise around campus and in the local community.
3. Sell tickets in advance and allow for drive-ups on the day of the event.
4. Start washing.

## College Youth Day ★★

**Organize a day where students from the community come to your institution and participate in activities with your student-athletes. Individuals choosing to participate will be asked to donate a minimum of \$5 to Make-A-Wish.**

*Before the Activity:*

1. Select the date and send flyers to local elementary schools.
2. Decide times and activities.
3. Select student-athletes and teams to participate in the activity.
4. Check with the campus activities board to see if funds or a donation can be made available to provide snacks/meals, drinks and/or T-shirt for participants.

*Day of Activity:*

1. Organize participants into teams by age and/or previously determined teams.
2. Allow groups to participate in activities at each station for 15 to 20 minutes. Allow enough time for each participant to complete three to four activities.

# Engage The Community (CONT.)

## Flower Sale ★

Nothing brightens up a tough day better than flowers. Find a local florist who will sell wholesale or donate flowers. Sell the flowers in the café or athletic center for \$1 a piece. Flowers can be sold to the general student body and during sporting events.

## Pizza Night ★★

Pizza parlors may allow you to sponsor a pizza night where a certain percentage from the pizza and beverages sold will be donated to Make-A-Wish on behalf of your institution.

1. Contact a local pizza parlor.
2. Set up a date and time to hold the fundraiser.
3. Advertise around school and in the local community of the special event. Let the public know that a percentage of sales from the event will go to Make-A-Wish.

## Mascot Cards ★★★

Mascot cards are great because the money is donated to a good cause, and the recipient of the card may save money at local restaurants and businesses. Cards should be sold for \$10-\$15 with a percentage of the funds raised benefiting Make-A-Wish. Cardholders would receive the determined discount percentage from the selected businesses.

## Spare Change Drive ★

Collect spare change in jars placed in various areas around campus (i.e., dorms, athletic centers, snack bars, cafés and ticket counters) where tickets to athletic events may be sold from students and student-athletes. Label the front of the collection jars with Make-A-Wish campaign name.

1. Gather coffee cans and milk jugs to use as collection containers.
2. Distribute clearly marked jars in places around campus.
3. Designate student-athletes to collect change on a daily basis.



### Catch These Fundraising Best Practices

#### CHAPTER SUPPORT:

*Work closely with your Make-A-Wish chapter for assistance and planning – the chapter may have materials and resources you can use.*



# Other FUNdraising Ideas



## Stair Climb

**Needs:** A multiple-floor building and a trophy

**Description:** From the ground floor to the top floor, who will safely reach to the top of the staircase first? Winning individuals get a trophy for the year!

**Cost:** \$10-\$25 per person



## Bike-A-Thon

**Needs:** Stationary bikes (partner with a local or on-campus gym) and a gift card

**Description:** Bike for a wish. Bikers can raise personal sponsors that provide funds for the amount of time they bike (i.e., \$1 for every 10 minutes).



## Food Truck Fun

**Needs:** A food truck and space for the food truck

**Description:** Ask a food truck to come to the property and raise food prices between \$2-\$4. Additional revenue goes to Make-A-Wish.



## Ice Cream Social

**Needs:** Ice cream vendor

**Description:** Host an ice cream social event, build community and fundraise.

**Cost:** Use a fixed rate or ask for donations.



## Dishes for Wishes

**Needs:** Tables, serving ware, jars, chairs and food provided by the cook off teams

**Description:** Structure this event like a chili cook-off. Make it a competition between students. Vote by putting tickets or money in the jar for the dish you are voting for.



## Evening of Shopping

**Needs:** Vendors and primary location

**Description:** Solicit local merchants in your area to hold a special fundraiser to benefit Make-A-Wish. Many local businesses will do a 10/10 sale (10 percent off for customers in order to incentivize them to shop, with 10 percent of all proceeds going to charity).

## Other FUNraising Ideas (CONT.)



### Miracle Minute Coin Drive

**Needs:** Volunteers to collect change and buckets

**Description:** Encourage students, faculty, staff and fans to donate their change or dollars to Make-A-Wish at a sports event or residence hall.



### Pie in the Face

**Needs:** Pie containers, whipped cream, tables, table cloth and a prize

**Description:** Whip up a little fun, either as a separate event or as part of a grand finale to your Wish Week, by inviting students to donate \$5 to pie their professors, coaches and peers in the face. All you need to do is fill pie containers with whipped cream and charge \$5 per participant, the person who gets the most requests to be pried in the face wins a prize.



### Re-focus an Existing Campus Activity

**Needs:** An already existing scheduled event and a volunteer to collect donations

**Description:** Turn your end of year picnic or school event into an opportunity to help make life-changing wishes come true for children with critical illnesses by collecting a small donation at the door. You can also add a raffle or a silent auction to raise more money.

---

## Five Steps to Raise \$100!

Put a call out on social media and/or your fundraising platform for friendly support of your fundraiser.

1

Ask two friends  
to each donate \$5

2

Ask three people  
on your team to  
each donate \$10

3

Ask three relatives to  
each donate \$10

4

Ask four people at  
your place of worship  
or student group to  
each donate \$5

5

Ask five friends on  
social media to each  
donate \$2

**TOTAL:  
\$100 !**

# Make it Virtual

Below is a list of turnkey virtual fundraising ideas that you can use to reach your fundraising goal.

## Friendly Competition ★

Everyone loves a challenge, so why not engage in a bit of friendly competition for a good cause? See which members of your team can raise the most funds online using your [ncaadii.wish.org](https://ncaadii.wish.org) page or challenge different groups/clubs to plan their own fundraisers. Offer fun incentives for the best ideas, top fundraisers, etc. Another competitive idea is to have supporters vote for something — like who will get a pie in the face or do wacky stunts — by making donations.

### ★ Design Contest

Work with your teammates to design shirts for the campaign, then have people donate to vote for their favorite design.

### ★ Step-A-Thon

Offer up a challenge with your favorite step-counting device and get others to donate to try to beat your steps.

### ★ Polar Bear Plunge Challenge

Have people donate to your link as they share getting cold water dumped on them or jumping in a nearby cold body of water!

### ★ Jellybean Lottery

Fill up a jar with jellybeans (or anything else — paperclips, marbles, etc.) and suggest a donation for people to guess how many are in the jar! Whoever has the closest guess gets a small prize.

# Make it Virtual (CONT.)

## Picture This ★

Plan a photo contest and invite everyone to get in on the action! The theme is up to you and your team ... think baby photos, pet photos, childhood sports photos, embarrassing photos, etc. Supporters can “vote” for their favorite photos by making donations and you can even turn this idea into a bracket tournament with top photos advancing through each round.

### ★ Embarrassing Photo

Set a mini-goal and post an embarrassing photo when you reach the set amount.

### ★ Dress Like A Superhero

Share a photo of yourself dressed like your favorite superhero and share your link.

### ★ Pet Costume Contest

Post a picture of your pet in costume – don’t forget to include your donation link!

### ★ Baby Photo Contest

Share a photo of yourself as a kid and what your wish would be (the five wish categories are “I wish to go,” “I wish to meet,” “I wish to have,” “I wish to be” and “I wish to give”) with your donation link.

## Sell It ★

Sales fundraisers are a “win-win” for everyone! You can create your own or choose from some of these ideas: garage sales, cookbooks, tutoring/babysitting services, holiday gift baskets, wristbands, T-shirts, etc. Supporters can pay by making donations online and you can offer contactless pickup if needed!

### ★ Sell Custom Bracelets

Either make your own bracelets with beads and/or string or order rubber ones online to send to donors.

### ★ Sell T-Shirts

Create a personalized T-shirt and sell them to your donors.

# Make it Virtual (CONT.)

## Pro Tips ★

**Restaurant nights are a great way to easily enhance fundraising. Check to see which of your local restaurants offer a percentage back to schools/groups and consider scheduling some dine-out/take-out nights that you can promote within your community.**

1. Up the ante by adding fun incentives to help motivate everyone on the way to your fundraising goal.

Need ideas? Your Make-A-Wish staff partner can help!

2. Selling T-shirts? If possible, try to get supplies and print services donated (or at a discount).

Take orders/collect funds in advance to help cover costs. Another option would be to use a local T-shirt shop as a “one-stop shop” for T-shirt sale fundraisers.

3. Invite other groups/clubs to help make wishes come true! They can help promote your Wish Your Way fundraising page, participate in Wish Week and/or host fundraisers of their own.

## Fun Night ★

**Hold a drive-in movie night, craft night, online trivia or family game night, or another type of “fun night.” Raise funds by charging an admission fee, selling concessions and encouraging general donations. To raise even more funds, consider incorporating raffles or an auction. Raffle/auction items can include things like school swag, art, music, yoga lessons, gift cards, etc. Let the fun begin!**



### Virtual Paint Party

Host your own virtual painting class and invite others to join online with a suggested donation amount.



### Scavenger Hunt

Post a scavenger hunt and ask people to share the weirdest thing they forgot they own.



### Bingo

Find an online bingo board and have people donate to play along.



### Raffle

Raffle off high-value items or services (raking leaves, cooking a meal, etc.) and pull tickets for the winners!



### ‘THONs

Host a ‘thon of your choice! This could be a danceathon, walkathon, bikeathon, or any other type of ‘thon you can think of! Participants can fulfill the requirements at home or around their neighborhood. All participants encourage their friends and family to make general donations online and/or pledges for each minute they dance, lap they walk or run, mile they bike, etc.

# Make it Virtual (CONT.)

## Get Sporty ★

It's time to take it to the virtual court! Coordinate a gaming, eSports or workout tournament or event. Raise funds via registration fees, donations, special contests, etc. The game/format is up to you and there are lots of possibilities: all-day tournaments, student vs. faculty, or face off with a rival group.

## Put on a Show ★

Lights, camera, action! Livestream a talent show, fashion show, comedy show, art show, concert. Raise funds through donations that count as votes, general donations, special contests, etc.

## Mission Maven ★

Host a virtual fundraiser with the Make-A-Wish mission top of mind!



### See A Star Challenge

See a star, send a star; post a photo of a star on your story along with your link and tag five friends to repost and donate.



### Chain of Stars

Cut out paper stars and chain them together each time you receive a donation to show the impact.

## Make it Personal ★

Fundraise, with your own personal twist! This can be appealing to your friends and family.



### Retweets or Likes for Donations

Donate \$1 for every like or retweet that a post with your link receives.



### Envelope Fundraiser

Include a pre-stamped envelope with another snail mail fundraiser and ask people to send it back with a check making their donation.



### Birthday Donations

Ask people to donate to your link rather than get you a birthday gift.



### Piggy Bank Collection

Empty your own piggy bank and have friends and family do the same and drop off coins at your door.



### Give It Up

Pledge to give something up (like a favorite food) until you reach your fundraising goal.



### Give Me a Call!

Spend one weekend calling everyone you can think of to ask for donations.





## Important Reminder

Student-athletes should check with their campus athletics compliance officer for final approval and compliance with NCAA rules and regulations before committing to any fundraising project. For further clarification on any fundraising projects listed, please contact the NCAA National Office.

### Got Questions? We've Got Answers!

Morgan Melchert, NCAA National Office at [mmelchert@ncaa.org](mailto:mmelchert@ncaa.org)

Nicole Colley from the Make-A-Wish National Office at [ncolley@wish.org](mailto:ncolley@wish.org)

General Questions: [wishyourway@wish.org](mailto:wishyourway@wish.org)

**Thank you, NCAA Division II, for your time, talent and dedication to our partnership! Here's to a great year!**

