



WISH KID
KENDALL



Edinboro
University

NCAA Division II Wishkit

Pre-approved FUNdraising Ideas List



Make-A-Wish.



Fundraisers Guaranteed to Score Big

We know this school year doesn't look the same as years past. With that, fundraising for Make-A-Wish also looks different. In this toolkit you will also find pre-approved FUNdraising ideas, both in person and virtual, to assist you and your school while brainstorming possible 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. Whether you're learning remotely or attending classes in-person, there are many ways the NCAA DII community can come together this year to help make life-changing wishes come true for kids with critical illnesses.

The CDC guidelines encourage event organizers to follow state and local regulations on gatherings. Meeting planners should continually monitor the COVID-19 outbreak and make adjustments to the event plan as needed.

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Make it Virtual



Below is a list of turnkey virtual fundraising ideas that you can use to reach your fundraising goal despite the challenges of COVID-19!

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 online using your ncaad战略.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 pied in the face or do wacky stunts — by making donations.

Pie in The Face

Livestream yourself or your teammates being pied in the face; each donation milestone (\$20 raised, \$40 raised, etc.) is another pie to the face!

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.

Host a Roast

You don't need Comedy Central to host your own roast! Suggest \$5 for online attendance and host through a livestream.

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 guesses the closest 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 cute baby photos, pet photos, childhood photos playing their sport, 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 with a caption about how they are handling work from home; replace the word “pet” with “coworker – don’t forget to include your donation link!

Cute Baby Contest

Share a photo of yourself as a kid and what your wish would be (remember – the five wish categories are to go, to meet, to have, to be and 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, flowers, wristbands, T-shirts, etc. Supporters can pay by making donations online and you can offer contactless pickup for items if needed!

Sell Custom Bracelets

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

Virtual Auction

Host a virtual garage sale of items from your home and sell on Facebook Marketplace or on an app like Poshmark. Deliver items on porches or through the mail!

Online Bake Sale

Bake your favorite desserts and post pictures with prices, then mail to the donors.

Sell T-Shirts

Create a personalized T-shirt with Custom Ink 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.

- 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!
- 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 service like customink.com, a “one-stop shop” for T-shirt sale fundraisers.
- Invite other groups/clubs to help make wishes come true! They can help promote your Wish Your Way page, participate in Virtual 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 (if you’re having a socially distanced in-person event) and encouraging general donations. To raise even more, 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 to attend.

Virtual Poker Party

Play dealer and host your own virtual casino night; donations cover the ante.

Quarantine Scavenger Hunt

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

Quarantine Bingo

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



Make it Virtual (CONT.)

Raffle

Raffle off any 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 safely 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.

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. May the best virtual team win!

Put on a Show

Lights, camera, action! Livestream a talent show, fashion show, comedy show, art show, concert — anything goes. Participants can also send in video submissions if needed. Raise funds through donations that count as votes, general donations, special contests, etc. It's showtime!

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.

Message of Hope

Offer a Message of Hope for wish kids who are waiting (see our Facebook page for details) with your fundraising link.

Chain of Stars

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

40 for 40

Challenge 40 friends or family members to donate \$40 to your fundraising page in honor of Make-A-Wish's 40th anniversary!

Make it Virtual (CONT.)



Make it Personal

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

Retweets or Likes For \$

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. Lots of coins add up quickly!

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.

The ideas above are great suggestions for fundraising in the time of COVID-19. Below you will find additional ideas for fundraising, however we do advise to be sure to follow state and CDC guidelines before planning an event to be sure you are proceeding in a safe manor.



Show Your Support

LEVEL OF DIFFICULTY



easy



medium



hard

Chains of Wishes ★

Description: 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.

T-Shirt Sale ★★

Description: 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.

Wish Star Sales ★

1. Visit <http://star.wish.org/star/Login.aspx> to purchase paper wish stars (paper stars are \$8 for 100).
2. Enter User Name: wishstars and Password: Sponsor.
3. Set a coverage goal: aim to cover all the walls of a locker room, etc.
4. Sell the stars during an event or game.
5. Hang the stars on the walls to encourage others to donate and sign their name on a star.



Catch This Fundraising Best Practice

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

Description: Send out flyers to parents of participating student-athletes in the athletics department with information on how to send goody bags to their student-athletes to help get them through the first few weeks of school or pre-season for fall sports. 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 the 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 This Fundraising Best Practice

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.

It's All Fun And Games

Bean Bag Toss (Cornhole, Baggo) Tournament ★★

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

1. Host your 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.

Golf Tournament ★★★

Description: This is a great idea where the funds raised through the event could benefit both your institution's athletics department and the Make-A-Wish alliance. 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 goodie 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 ★★★★★

Description: 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 or a 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. In light of COVID-19 restrictions, this can be hosted through facebook live or another streaming service!

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 local community – the more participants you have, the more funds you will raise.
8. Work with your local chapter to determine their average cost of a wish to include in your Game Night’s goal in all marketing materials.
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 to your goal throughout the night to generate excitement and encourage additional participation and donations.



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Granted at 2018
DII Festival

Engage The Community

Auction ★★

Description: 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 ★★★

Description: 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.

Flower Sale ★

Description: 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.

Food Truck Fun ★★★

Materials: 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.

Engage The Community (CONT.)

Pizza Night ★★

Description: 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. With COVID-19 restrictions, ask if your local Pizza joint will allow for a take-out promotion.

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 this event will go to Make-A-Wish.

Mascot Cards ★★★

Description: 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 ★

Description: 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.

Bike-A-Thon ★★

Materials: Stationary bikes (work to 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).



**Catch this
Fundraising
Best Practice**

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 FUNraising Ideas (CONT.)



Evening of Shopping

Materials: 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 customer incentivizing to come, and 10 percent of sales goes to charity).



Miracle Minute Coin Drive

Materials: 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 halls.



Pie in the Face

Materials: 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 pied in the face wins a prize.



Re-focus an Existing Campus Activity

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

Description: Turn your end-of-year picnic or school event into a “wish come true for a child” 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!**





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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 below, please contact the NCAA National Office.

The CDC guidelines encourage event organizers to follow state and local regulations on gatherings. Meeting planners should continually monitor the COVID-19 outbreak and make adjustments to the event plan as needed.

Got Questions?

Contact your NCAA Division II representative or contact Amanda Benzine at the NCAA National Office at abenzine@ncaa.org or 317.917.6694, or Devon Herlihy from the Make-A-Wish National Office at 602.775.5520.

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