



*I wish to have
a baseball field*

Thomas, 10
neuromuscular disorder

NCAA Division II Wishkit

Partnership Resource Guide for Granting Life-Changing Wishes



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Our Partnership: Together, We Transform Lives

Since 2003, NCAA Division II has been a valued national sponsor of Make-A-Wish. You have raised more than \$5.3 million and granted more than 650 life-changing wishes to children battling critical illnesses. The wishes you help grant are a game-changer for these kids – helping them feel better, and in some cases even get better!

As we kick off the new school year, we are excited to take this relationship to the next level. This partnership wishkit is your one-stop-shop for ideas and resources to help you succeed in your fundraising efforts. Thank you for your continued dedication to Make-A-Wish and the courageous kids we serve!



About Make-A-Wish America

Our History

Make-A-Wish America traces its inspiration back to 7-year-old Chris Greicius, a child with leukemia who wished to be a police officer. In 1980, a group of caring individuals came together and made his wish come true. The impact of Chris' wish was felt throughout his community and was the inspiration for what is now Make-A-Wish. Little did he know that his wish would create a movement that would transform millions of lives.

As the largest wish-granting organization in the country, Make-A-Wish has granted hundreds of thousands of wishes to children battling critical illnesses. Wishes replace a child's fear with confidence, sadness with joy and anxiety with hope. Wishes give children renewed energy and strength, bring families closer together and unite communities.

Our Mission

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

Our Vision

To grant the wish of every eligible child.

Make-A-Wish By the Numbers



300K+

wishes granted
since our inception
in 1980



15,400+

wishes granted
last year



34

the number of
minutes, on average,
a wish is granted



35K+

volunteers who
grant thousands of
wishes each year



61

chapters serving
families in every
community in the U.S.

Why Wishes Matter

The Impact of a Wish

When children are battling a critical illness, so much of normal childhood is taken away from them — it is exhausting, both emotionally and physically. A wish is something that gives kids the opportunity to look outside their illness — it restores a sense of childhood back to the child and normalcy back to the family.

Research shows*, and physicians agree, wishes can help improve a child's quality of life and produce better health outcomes. A wish come true helps children feel stronger, more energetic and can give them a higher chance of survival. For many, it marks a turning point in their fight against their illness.

☆ **97% of wish kids** report improved mental and emotional health as a result of their wish experience.

☆ **99% of parents** report that the experience gave their children an increased feeling of happiness.

☆ **96% of parents** said the wish experience strengthened their families.

Qualifications for a Wish

A child with a critical illness who has reached the age of 2½ and is younger than 18 at the time of referral is potentially eligible for a wish.

**Wish Impact Study*



☆ Dominican University,
Calif.

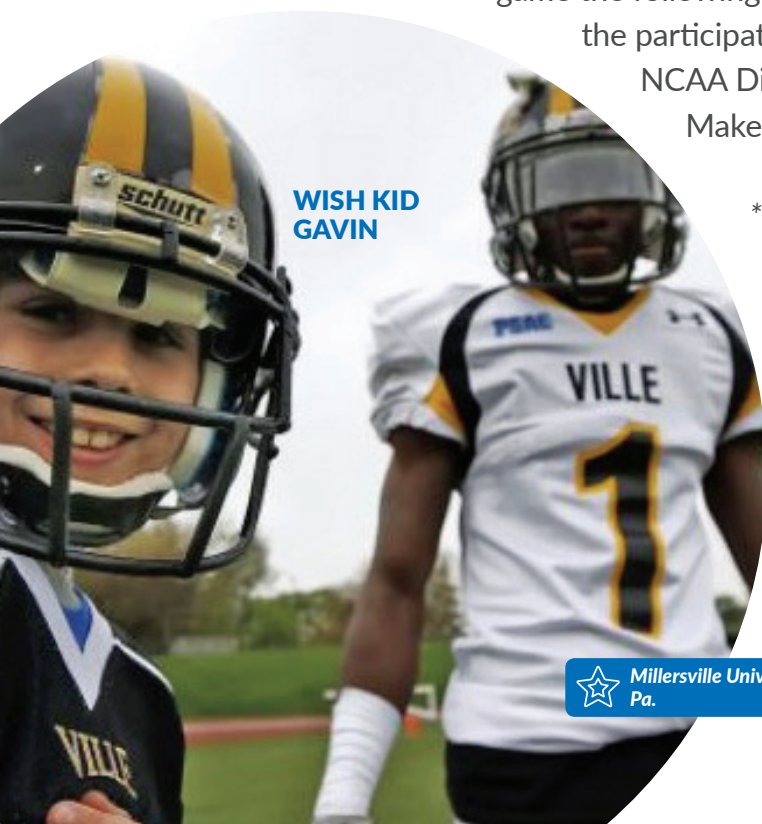
The Make-A-Wish and NCAA Division II Program

At Make-A-Wish, we want to ensure your success in raising funds and granting wishes! Here are some details of how the program works and the various opportunities for you to have an everlasting impact on wish kids.

The NCAA Division II SAAC representatives from each institution are encouraged to engage with their local Make-A-Wish chapter as well as hold at least one external fundraiser per year to benefit their local Make-A-Wish chapter. If an institution raises \$10,000 in the 2018/2019 school year, they are eligible to host a wish reveal/celebration. Chapters with an institution that raises at least \$10,000 will be notified by NCAA and Make-A-Wish when it is appropriate to begin discussions about the wish celebration. Those wish reveals/celebrations will take place during the 2019/2020 school year.

New in 2018: We are excited to share new opportunities to team up* with another school to have a greater impact! Beginning in August 2018, any two neighboring schools may combine their efforts to raise the \$10,000 and will qualify for a wish reveal/celebration the following year. The institution that raises the most funds will host the wish reveal/celebration at a home game the following year (preferably when playing the participating school). Please contact your NCAA Division II national office contacts or Make-A-Wish contacts with questions.

**Note, only two institutions may combine funds, and schools must be located within the same chapter territory.*



WISH KID
GAVIN



Millersville University,
Pa.

Ways to Engage

NCAA Division II's Week of Wishes

The 2018/2019 school year marks the seventh annual NCAA Division II Week of Wishes. This national event invites all Division II institutions to help Make-A-Wish by raising funds and awareness. During this weeklong celebration, Division II institutions will show their support and invite family, friends and fans to get involved through a Week of Wishes. Ideally, each Division II institution will select a home game during one of the two weekends of Week of Wishes to host a Make-A-Wish event.

Online Fundraising

Institutions can also engage online by visiting our NCAA Division II online fundraising platform, ncaadii.wish.org. From there they can enter their school name and click the donate for your school button, which will redirect to a semi-customizable page. Each page includes a thermometer for all funds received for the school year, which will be updated weekly to reflect current fundraising numbers. Institutions can send photos and their logos to dherlihy@wish.org to have these added to their pages. They may also change their fundraising goal (default is the \$10,000 wish celebration amount).

Benefits of Raising Funds Online:

- ☆ URL is easily sharable via email, e-newsletters, social media posts, etc.
- ☆ Instant updates to your fundraising totals
- ☆ Ease of use for donors – no need to mail a check!



More Ways to Engage

Wish Reveals/Wish Celebrations:

If your school has qualified for a wish reveal/wish celebration, you may work with your local Make-A-Wish chapter to determine if a wish child in your area has an upcoming wish that your team might be able to participate in. A wish can be enhanced if an entire team participates in the unveiling or send-off party of that wish. Occasionally, chapters have wishes that require the involvement of the entire community, and participation in these opportunities can be explored with your chapter. However, wish celebrations and reveals may not always be possible given timing, wish children in your chapter territory, etc. Please work with your local chapter to determine what activation may be possible.

Engagement Opportunities:

Volunteers make the difference. At Make-A-Wish, we rely heavily on our volunteers to be able to grant the wishes of children with critical illnesses. There are many potential ways that you can actively get involved, both as an institution, athletic team or as an individual. Keep in mind that these opportunities do vary by chapter. By building a relationship with your local chapter, you'll be able to learn about the following volunteer opportunities that may be available. The engagement opportunities and needs of local chapters are as follows:

1. Event volunteerism (Walk for Wishes®, chapter galas, etc.)
2. Participation in wish celebrations and enhancements
3. Office support
4. Wish granting (if eligible as a wish granter or as participants in wish celebrations – for example, inviting a sports team to a wish send-off party that is sports-related)
5. Internships with the chapter

Fundraising: Advice for a Successful Campaign

For nearly 40 years, we have participated in thousands of campaigns like the NCAA Division II partnership. The most successful campaigns are often the ones in which there is a continuous week of events, which differentiate per day from fundraising at sports games to local restaurant fundraising to participation in your local chapter's Walk for Wishes. The more awareness and local engagement in a fundraiser, the more wishes you grant.

Best Practices and Ideas for ALL Fundraisers:

- ☆ Friendly Competition – host a competition between different sports teams (baseball vs. basketball) or between student-athletes and coaches/teachers/administrators to increase total institution support and to see who can raise the most funds and/or generate the highest level of participation.
- ☆ Invite wish children to attend/speak at your fundraising events.
- ☆ Work closely with your local Make-A-Wish chapter, either in the form of assistance in planning or simply for Make-A-Wish materials you can use during your event, such as balloons, banners, etc.

Fundraising Disclaimer: 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.

☆ Young Harris College,
Ga.

WISH KID
CHASE

Reminders

1. If your institution chooses a fundraiser from the activities listed below, there is no need to obtain any additional approval. However, if the fundraiser you are interested in doing is not identified below, please contact Amanda Benzine from the NCAA National Office at 317.917.6694, or Devon Herlihy from the Make-A-Wish National Office at 602.775.5520 with a clear description of the event for review and approval. If your institution has had success with a fundraiser in the past that is not on this list, we encourage you to share the details of this event with the NCAA National Office to determine if the event in question can be included in the pre-approved list for future fundraisers.
2. Your institution's SAAC is responsible for determining the appropriate monetary amounts to be charged for all projects initiated. ALL FUNDS raised must be donated if they are being collected under the Make-A-Wish fundraiser name.
3. You MUST submit all printed materials (tickets, posters, advertisements, etc.) that contain the Make-A-Wish name or trademarks to your local Make-A-Wish chapter for review and approval. Allow for a minimum of five business days for review.
4. You must use care when using the Make-A-Wish name and logo. Note that "Make-A-Wish" is spelled with a capital "A" and with hyphens (not "Make a Wish"). You may not alter the logo by customizing it to your specific event (e.g., do not change the logo to read "Make-A-Basket" if you are conducting a halftime contest). Make-A-Wish does not allow door-to-door or telephone soliciting.
5. The Make-A-Wish mission: "Together, we create life-changing wishes for children with critical illnesses." Words such as "terminal," "dying" or "last wish" should never be used when communicating the mission of Make-A-Wish.

If you would like any more information about Make-A-Wish or if you would like any collateral materials to distribute at your fundraising event, please contact the Make-A-Wish National Office or your local chapter. View the chapter contact list provided to your institution, or visit wish.org and enter your zip code for your local chapter's contact information.

PRE-APPROVED FUNDRAISERS:

Halftime Events

GAME SEATS HALFTIME DRAWING

Level of Difficulty: Easy

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 can move seats during the second-half, depending on how you set it up.

HALFTIME DRAWINGS

Level of Difficulty: Easy

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

HALFTIME CONTESTS

Level of Difficulty: Easy

1. Sell raffle tickets to fans in attendance for the chance at an opportunity to participate in halftime contests. Halftime contest ideas may include: kicking a field goal from a certain distance at a football game, counting the number of successful serves to a pre-determined 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 for the halftime event.
3. T-shirts, hats and other items donated by your athletics department should serve as prizes.
4. Engage spectators to donate to Make-A-Wish during halftime.

PRE-APPROVED FUNDRAISERS:

Sales Drives

WISH STAR SALE

Level of Difficulty: Easy

1. Visit <http://star.wish.org/star/Login.aspx> to purchase paper wish stars (paper stars are \$8 for 100).
2. Enter Username: wishstars and Password: Sponsor.
3. Set a coverage goal: aim to cover all the walls of 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.

CHAINS OF WISHES

Level of Difficulty: Easy

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, or a statement that says: "In Support of Make-A-Wish."
2. Sell these strips for \$1 or \$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.

MASCOT CARD SALES

Level of Difficulty: Medium to Hard

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 dollars with a percentage of the funds raised benefiting Make-A-Wish. Cardholders would receive the determined discount percentage from the selected businesses.

PRE-APPROVED FUNDRAISERS:

Sales Drives

FLOWER SALE

Level of Difficulty: Easy

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.

BAKE SALE

Level of Difficulty: Easy

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 donate to the bake sale.
2. Designate team members to work shifts to sell the goodies.

T-SHIRT SALE

Level of Difficulty: Medium

Description: Sell athletic department T-shirt at games and in the dorms. This fundraiser needs to be cleared with the campus athletics compliance officer and athletics department licensee before beginning project.

1. Design a T-shirt logo.
2. Have T-shirt made.
3. Set up a table at a sporting event or in the dorm and sell.

PRE-APPROVED FUNDRAISERS:

Sales Drives

SPARE CHANGE DRIVE

Level of Difficulty: Easy

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 by 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, i.e., dorms, cafeterias, athletic center desk and snack bars.
3. Ask student-athletes to collect change on a daily basis.

WELCOME BACK GOODY BAGS

Level of Difficulty: Easy to Medium

Description: Send out flyers to parents of participating student-athletes in the athletic department with information on how to send a goody bag to their student-athlete 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. Donations received would directly benefit Make-A-Wish.

1. Make up 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 to the school 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.

PRE-APPROVED FUNDRAISERS:

Sales Drives

SELL ITEMS AT GAMES

Level of Difficulty: Easy

Description: 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.

AUCTION

Level of Difficulty: Easy to Medium

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

How to Promote:

1. Flyers
2. Email
3. Placing an ad in campus or local newspapers.

Day of Auction Preparation:

1. Have all items organized on a table.
2. Give each person a sign with a number to use to bid.
3. Have an auctioneer handle 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).

PRE-APPROVED FUNDRAISERS:

Special Events

CAR WASH

Level of Difficulty: Easy

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 and have fun!

PIZZA NIGHT

Level of Difficulty: Medium

Description: Certain 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 this event will go to Make-A-Wish.

PRE-APPROVED FUNDRAISERS:

Special Events

COLLEGE YOUTH DAY

Level of Difficulty: Medium

Description: Organize a day where students from the community come to your institution and participate in activities with your student-athletes. Individuals choosing to take part will be asked to donate a minimum of \$5 to Make-A-Wish. Discuss this idea further with your campus athletics compliance director.

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.

PRE-APPROVED FUNDRAISERS:

Special Events

MAKE-A-WISH NIGHT

Level of Difficulty: Medium to Hard

Description: 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 that has agreed to participate to speak about their wish experience and wish impact.

1. Designate which event will be your “Make-A-Wish Night.”
2. Create flyers and marketing material 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 walking around with a collection bucket 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 the NCAA National Office to share during the game.

PRE-APPROVED FUNDRAISERS:

Special Events

ONE WISH, ONE NIGHT – GAME NIGHT

Level of Difficulty: Hard

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, pie-eating contest, etc., 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 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 wish to include 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.

PRE-APPROVED FUNDRAISERS:

Tournaments

BEAN BAG TOSS (CORNHOLE, BAGGO) TOURNAMENT

Level of Difficulty: Medium

Description: Student-athletes and entire campus community are invited to compete in a tournament where winners are awarded prizes. Winners are awarded first, second and third place trophies.

1. Host event on campus lawn and have teams bring tents to set up on the day of the event 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

Level of Difficulty: Medium to Hard

Description: 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 cookout or BBQ during the tournament in which 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.

PRE-APPROVED FUNDRAISERS:

Tournaments

GOLF TOURNAMENT

Level of Difficulty: Hard

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 Athletic 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%) 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.

PRE-APPROVED FUNDRAISERS:

Ticket Sale Donations

GAME ADMISSION

Level of Difficulty: Medium

Description: 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 (ex. \$1 from each ticket sale will benefit Make-A-Wish).

PRE-APPROVED FUNDRAISERS:

Wish Week/Week of Wishes

Many institutions have had great success hosting a Wish Week, with several scheduled events both on and off campus. Here is a sample of a successful Wish Week Calendar:

FRIDAY

Big Game Kickoff: Use halftime to show Make-A-Wish video for fundraising, take donations from the crowd, offer halftime game to win prizes to prompt more donations.

SATURDAY

Make-A-Wish Carnival: Create carnival games for students to participate in for a small donation at each individual activity, allow food vendors to come and sell their food on location and have tip (with permission from vendor) proceeds go to Make-A-Wish.

SUNDAY

Make-A-Wish Jog-A-Thon: Have individual students and student-athletes participate in a Jog-A-Thon race. Whoever runs the farthest in a certain amount of time wins. The winner gets a restaurant gift card and each individual sponsor of the winner gets tickets and the individuals who obtain the most tickets win a gift card (top three).

Note: Each sponsor for the winning and losing teams are liable for the money they promised within the Jog-A-Thon, so keep the price per mile money low and encourage racers to get multiple sponsors.

PRE-APPROVED FUNDRAISERS:

Wish Week/Week of Wishes

(continued)

MONDAY

Dine-Out Night: Establish connections with local businesses well in advance and partner with a restaurant to create a food fundraiser in which a portion of their proceeds for the day is given to the NCAA Division II Make-A-Wish fundraiser. This benefits the restaurant by establishing positive publicity and usually an influx of daily cash flow.

Note: This fundraiser requires a preestablished relationship or connection, ample forethought and fliers, social media posting, and lots of community attention. We find these fundraisers are most successful when planners start two months from planned event date.

TUESDAY

Carnival Part 2: Bring back some of the small carnival games posted around campus and allow individuals to play them with supervision for more tickets.

WEDNESDAY

Coffee Fundraiser: Like the Dine-Out Night fundraiser except with coffee.

THURSDAY

Spirit Day: Pre-chosen on-campus establishments allow a discount on food or items sold during a certain time if an individual wears blue for Make-A-Wish. All blue shirt proceeds go directly to the NCAA Division II Make-A-Wish fundraiser.

FRIDAY

Ticket Counting Day: At halftime of a home game pick three ticket winners to win gift cards, T-shirts and gift certificates. Spread the word to encourage attendance.

Note for plan listed above: This is a large list of fundraising ideas as an example of a successful Wish Week. We suggest you assess your institution's capabilities and create a plan accordingly.

PRE-APPROVED FUNDRAISERS:

Additional Ideas

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).

DISHES FOR WISHES

Materials: 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

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% off for customer incentivizing to come, and 10% of sales goes to charity).

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.

HEALTHY BAKE SALE

Materials: A central location and baked goods provided by each team member.

Description: For varying price points, students can purchase treats either made or purchased by other students set up in a central location to sell goods (prices should vary from \$1-\$8).

ICE CREAM SOCIAL

Materials: Ice cream vendor

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

Cost: Fixed rate or just ask for donations.

PRE-APPROVED FUNDRAISERS:

Additional Ideas

MIRACLE MINUTE COIN DRIVE

Materials: Volunteers to collect change and buckets

Description: Encourage staff and faculty 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.

STAIR CLIMB

Materials: Just 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

TOOLS & TIPS:

Getting Started

Now that you've identified your fundraising event(s), it's time to start planning!



STEP 1: SET YOUR FUNDRAISING GOAL!

Set a goal for your school fundraising efforts. Invite your peers, friends and family to donate to help reach your fundraising goal.



STEP 2: START PLANNING HOW YOU WILL REACH YOUR GOAL.

This toolkit contains fundraising ideas to help you get started. Choose what activities you would like to use or come up with your own unique ideas.



STEP 3: SET UP A MEETING WITH YOUR LEADERSHIP AND LOCAL MAKE-A-WISH CHAPTER.

Getting leadership and the local Make-A-Wish chapter involved will greatly increase the success of your fundraising events. The more involvement within the community you have, the more people will be willing to donate and help your cause.



STEP 4: RECRUIT YOUR PEERS!

Recruit your peers and encourage them to get involved in supporting your fundraising efforts. Tell everyone you know to spread the word about your events and why you are raising money for Make-A-Wish.



STEP 5: HAVE FUN!

Host your event and raise funds and awareness for Make-A-Wish!

TOOLS & TIPS:

Make a Checklist

Starting your fundraiser for Make-A-Wish requires a lot of planning and dedication. These fundraisers are supposed to be fun for you and your team. Here is a simplified checklist that highlights the most effective ways to meet your fundraising goals.

- ☐ Donate your time and resources to your own fundraiser. The most effective fundraisers are done by the most involved individuals.
- ☐ Make it personal. Update your social media profiles with your fundraiser and ask your sports information/athletic communications office to promote it on the school's website and social media. The combined efforts of your followers and the school's followers will create an extremely successful campaign. New this year – utilize the new social media templates and images provided by Make-A-Wish.
- ☐ Contact five or more close contacts and personally ask them to donate.
- ☐ Send emails for family members who may not use social media, call them and email them about your fundraiser.
- ☐ Send reminders. People are busy and often will forget to donate if you don't remind them. Make sure to set the deadlines and do reminders throughout your fundraising campaign to keep awareness.
- ☐ Say thank you. In person and online, everyone likes recognition.
- ☐ Ask for help. The Make-A-Wish chapters are here to help you. Reach out with any questions you may have.

TOOLS & TIPS:

Sample Fundraising Event Timeline

To plan a successful fundraiser campaign, students should allow themselves (and the organization) ample time to plan. To make sure everything is done in a timely fashion, we at Make-A-Wish suggest you make a checklist and set time-sensitive deadlines for yourself to plan your event effectively.

Four months prior to event:

- ☆ Reach out to local chapter and exchange contact information
- ☆ Exchange Ideas: How can I help the chapter? How can the chapter help me?
- ☆ Bring chapter discussions to all SAAC members and brainstorm how the SAAC can work with the chapters for an effective wish week
- ☆ Begin brainstorming fundraisers for the school year

Three months prior to event:

- ☆ Reach out to the chapter and SAAC advisor about your institution's fundraising plans
 - If your school would like to do a fundraiser which is not on the pre-approved list contact the NCAA Division II National Office and Make-A-Wish about the event to ensure Make-A-Wish approval
- ☆ Set event goals, dates and budget
- ☆ Share event information with chapter
- ☆ Name the event
- ☆ Secure a site for event
- ☆ Develop promotion plans
- ☆ Delegate tasks to SAAC members
- ☆ Begin communicating with any outside sources or external donors; food fundraisers require communications between your fundraiser and the restaurant manager/owner, such relationships must be cultivated over time. Reach out to your local chapter to see if such relationships with local restaurants already exist.

TOOLS & TIPS:

Sample Fundraising Event Timeline (continued)

Two months prior to event:

- ☆ Solicit donors
- ☆ Begin implementing marketing and advertising plan
- ☆ Continue communicating with chapter on progress

One month prior to event:

- ☆ Confirm logistics
- ☆ Schedule volunteers
- ☆ Continue promoting event
- ☆ Track chapter communication and participation

Month of event:

- ☆ Prepare for event
- ☆ Ensure all plans are implemented
- ☆ Oversee that the event has no last-minute issues

Day of event:

- ☆ Take pictures
- ☆ Remain enthusiastic
- ☆ Have fun

Immediately after event:

- ☆ Email photos to chapter contact and NCAA Division II National Office contact
- ☆ Evaluate the event
- ☆ Send thank-you notes or establish a very public thank you to all who participated and donated

30 days after event:

- ☆ Send funds to Make-A-Wish America indicating which event the proceeds came from and the event date

TOOLS & TIPS:

Fundraising Activation & Student-Athlete Engagement Checklist

- ☐ Contact your institution's campus SAAC advisor and athletics compliance administrator to learn more about this year's program with Make-A-Wish and to determine your institution's goals and level of involvement this year.
- ☐ Review the Program Toolkit to learn about ways you can participate at your local Make-A-Wish chapter, such as involvement in a wish party, assisting with office duties, etc., in addition to collaborating with the chapter for ideas for hosting a fundraiser.
- ☐ Select an event from the pre-approved fundraiser list in the NCAA Division II Program Toolkit. If you wish to come up with an original fundraising idea, contact Devon Herlihy from the Make-A-Wish National Office at 602.775.5520 or dherlihy@wish.org with a clear description of the event for Make-A-Wish and NCAA review and approval.
- ☐ Utilize updated program insert throughout the year to encourage donations through sporting events and other initiatives.
- ☐ Contact your local Make-A-Wish chapter to request support of your fundraiser and to discuss tips and best practices to ensure success. Additionally, please feel free to discuss your institution's desires to become more involved locally throughout the school year and ways that can be achieved. For questions on who your local chapter contact is, please reach out to Devon Herlihy from the Make-A-Wish National Office.
- ☐ Review selected project or projects with campus or athletics compliance officer for approval.
- ☐ Conduct fundraising campaign.
- ☐ Collect funds. Convert all cash to a check made payable to Make-A-Wish America and submit check within 30 days of fundraiser. Can also submit funds via the online portal at ncaadii.wish.org.

TOOLS & TIPS:

Fundraising Activation & Student-Athlete Engagement Checklist

(continued)

COLLECTION PERIODS FOR FUNDS

Fall deadline: Dec. 31, 2018

Spring deadline: July 15, 2019

All forms and funds are due no later than July 15, 2019.

NEW IN 2018/2019:

Schools are to send all funds directly to Make-A-Wish America.

Make-A-Wish America
1702 E. Highland Ave., Ste. 400
Phoenix, AZ 85016

Schools can also submit funds online via the fundraising portal at ncaadii.wish.org, or by calling Make-A-Wish America at 1.866.880.1382.



TOOLS & TIPS:

How to Raise \$100 in 5 Steps

Want to reach your fundraising goal? Tell everyone about your fundraiser over every platform, whether it's in person or social media. We recommend doing both.

1. Ask two peers to donate \$5 each. **\$10**
2. Ask three people from your sports team or your place of worship to donate \$10 each. **\$30**
3. Ask three relatives to donate \$10 each. **\$30**
4. Ask four relatives to donate \$5 each. **\$20**
5. Ask five friends to contribute \$2 each. **\$10**

TOTAL = \$100



TOOLS & TIPS:

Marketing Tips

PROMOTIONAL BEST PRACTICES

Large public banners, posters and fliers are effective ways to promote in universities.

ANNOUNCEMENTS DURING SCHOOL EVENTS

Schools and sporting events are great places to promote your fundraisers due to the large number of individuals trafficked into a specific location.

HIGHLIGHT IN INSTITUTION'S NEWSLETTER

Most schools have weekly or monthly newsletters in which they post to promote the institution. Such public documents are a good opportunity to engage with the fundraiser and raise community involvement.



TOOLS & TIPS:

Social Media

Use social media to promote your fundraiser via Twitter, Facebook, Instagram and Snapchat. Use hashtags to track the fundraiser on social media. When tracking on Snapchat, however, establish a public story for your event and track posts about it.

This will not only let you see what the community perceives about your event but allows everyone in your area to see what your fundraiser is doing and encourages them to come and participate.

Tag us, follow us and share on social media:

Facebook – Make-A-Wish America (www.facebook.com/makeawish)

Twitter – @MakeAWish

Instagram – @Makeawishamerica

YouTube – www.youtube.com/user/MakeAWishFoundation

Pinterest – www.pinterest.com/makeawishfdn

#D2Wish



Make-A-Wish Trademark Guidelines

Trademark Guidelines:

Please note that “Make-A-Wish” is spelled with a capital A and hyphens between words.

Correct: Make-A-Wish

Incorrect: Make a Wish

- ☆ The logo may not be altered in the font, color, configuration or position.
- ☆ The superscripted registration (®) symbol must appear on the first or most prominent reference of the trademark.
- ☆ The name should never be altered for a specific event (i.e., Bake a Wish)
- ☆ Please don't copy and paste the logo from the internet. To obtain a high-resolution logo, contact your local chapter or Make-A-Wish America contact Devon Herlihy.

Publicity Guidelines:

If you plan to use the Make-A-Wish logo in any publicly distributed document, please send the materials to your Make-A-Wish local chapter contact prior to distribution or publication. If you have any questions regarding branding rules or trademarks, please contact your chapter contact or Devon Herlihy at dherlihy@wish.org.

Frequently Asked Questions



WHAT TYPES OF FUNDRAISERS CAN WE PLAN?

The NCAA and Make-A-Wish National Office have created a mutually agreed upon list of pre-approved fundraisers that can be implemented at any time, with no additional necessary support or outreach required to the NCAA or Make-A-Wish. We still encourage each institution to involve the local chapter for support purposes, and to continue to develop that local relationship.

Additionally, if your institution would like to participate in a fundraising activity that is not found on the pre-approved list, you can do that too! In that case, simply contact your local Make-A-Wish chapter, as well as Amanda Benzine from the NCAA at 317.917.6694 or abenzine@ncaa.org with the fundraising idea and submit your request for approval. Once approved, you may move forward with planning your event. A list of pre-approved fundraisers has been included in your toolkit.

ARE THERE ANY RESTRICTIONS ON TYPES OF FUNDRAISING?

Yes. Because we are a children's charity, Make-A-Wish expressly prohibits fundraising events where the proceeds from the sale of alcohol and/or tobacco products would benefit Make-A-Wish. Additionally, we must abide by state, local and federal laws that provide restrictions on other forms of fundraising. These include, but are not limited to, any telephone or door-to-door solicitations, and the hosting of raffles (as these are not considered to be a charitable activity by the IRS).

CAN MAKE-A-WISH CHAPTERS SHARE A LIST OF DONORS FOR OUR EVENT?

No. Make-A-Wish protects the privacy of our donors and does not sell or release donor information outside the organization.

WHAT DO WE DO WITH THE FUNDS WE RAISE ONCE THEY ARE COLLECTED?

All NCAA Division II conferences and institutions that raise funds for Make-A-Wish must submit the funds to the Make-A-Wish National Office.

Frequently Asked Questions



IS IT POSSIBLE FOR OUR CONFERENCE TO POOL OUR FUNDS TOGETHER TO COLLECTIVELY SPONSOR A WISH?

Unfortunately, that is not possible. Because each chapter is its own entity, with individual sponsorship requirements, it is not possible to raise funds across chapter territory lines for the benefit of one chapter.

However, select small institutions within the same chapter lines can be allowed to pool funds to meet the \$10,000 goal set by the Make-A-Wish and NCAA Division II partnership. This requires prior approval from the Make-A-Wish National Office and NCAA Division II Make-A-Wish liaison..

ARE THERE OTHER WAYS TO ENGAGE WITH LOCAL WISH KIDS THAT DON'T INVOLVE WISH SPONSORSHIP?

Definitely. Utilize your local chapter resource to determine what opportunities might be available for your team or institution. Ways to engage might include participation in a sports-related wish send-off party, engaging with the chapter to provide a wish enhancement, volunteering for chapter events, such as their Walk for Wishes or fundraising galas or even exploring a summer internship!

WHEN IS THE BEST TIME TO PLAN A FUNDRAISING EVENT?

Any time is a great time to plan a fundraising event for Make-A-Wish! We suggest that once student-athletes return to campus in the fall, your representative reaches out to the local Make-A-Wish chapter to introduce themselves and begin discussions on what timeframe works best for you to activate a successful campaign.

However, we recommend planning your events at least six weeks in advance. If you would like to request wish kid involvement, we recommend planning at least eight weeks in advance and submitting your request to your local Make-A-Wish chapter as soon as possible.

CAN WE HOST MORE THAN ONE FUNDRAISER EACH YEAR?

Absolutely! Student-athletes are encouraged to fundraise whenever an opportunity becomes available – whether that is once a year, once a semester or once a month! The more funds raised each year, the more wishes we can grant for children with critical illnesses.

Frequently Asked Questions



WHO DO I CONTACT TO PLAN A FUNDRAISING EVENT?

Each chapter has a designated representative who will serve as your institution's main point of contact. We will provide an updated chapter contact list to the NCAA at the start of the school year. If you encounter any challenges in reaching your main point of contact, you can also reach out to Amanda Benzine from the NCAA at 317.917.6694 or abenzine@ncaa.org, or Devon Herlihy from the Make-A-Wish National Office at 602.775.5520 or dherlihy@wish.org to help make the introduction.

WHAT TYPES OF FUNDRAISERS CAN WE PLAN?

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Additionally, if your institution would like to participate in a fundraising activity that is not found on the pre-approved list, you can do that too! In that case, simply contact your local Make-A-Wish chapter as well as Amanda Benzine from the NCAA at 317.917.6694 or abenzine@ncaa.org with the fundraising idea and submit your request for approval. Once approved, you may move forward with planning your event. A list of pre-approved fundraisers has been included in your toolkit.

CAN A WISH KID ATTEND OUR EVENT?

Not every wish child or family wants publicity and Make-A-Wish is very respectful of their privacy. Once the fundraiser has been approved by all parties, contact your local Make-A-Wish chapter and ask whether this is possible. The chapter can look for a family that is "publicity eligible," but please accept the chapter's decision if a wish child cannot be found for your event.

Thank You,

NCAA Division II, for your time
and dedication to this partnership!



Make-A-Wish.



WISH KID
JAMES



Shippensburg University,
Pa.