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Adrian, 8  
bone marrow transplant  
I wish to go on a Royal Carribean Cruise
Ask yourselves: How much do we want to raise? How many students do we have?

Do the math: How much would each student have to donate to reach your goal? At a school with 1,500 students, each student would only have to give $7 to raise $10,000! That’s a realistic goal!

Determine where the funds will come from:

| **Fundraising Goal:** $10,000  
**Number of Students:** 1,500 |
|---|
| **Wish Kit Sales** (guess 1/4 of your students will purchase these):  
$10 x 375 = $3,750  
$15 x 375 = $5,625  
$20 x 375 = $7,500 |
| **Feeder School Donations:** $2,000+ |
| **Online Donations:** $1,000+ |
| **Restaurant Nights:** $1,000+ |
| **Miracle Minutes:** $1,000+ |
| **Events** (sports tournaments, classroom competitions, winter dance, movie night, etc.): $1,000+ |

Advertise and track your goal:
- Set a realistic, meaningful goal and let everyone know what the goal is that you are trying to reach. The average cost of a wish is $8,000 cash. If you want to grant two wishes you would set your goal at $16,000, then advertise the goal. “Help us grant two wishes and raise $16,000.”
- Give updates daily or after major events so students feel connected to the efforts. “We are halfway to granting two wishes! Please continue to give throughout the week and help us reach our goal!”
- Track your progress visually. You can create a giant thermometer, or use Make-A-Wish stars to represent each $100 you’ve raised. Hang stars/visuals in a place where most students frequent, such as in the cafeteria or by the main office.
RECOGNITION LEVELS

Make-A-Wish® Ohio, Kentucky & Indiana has different ways to support and acknowledge your incredible fundraising efforts based on the following donation levels:

**$1-$999**
- Receive a wish child’s bio
- Access to Make-A-Wish supplies, banner, and logo
- Access to Make-A-Wish Online Fundraising Tools
- Thank you Certificate

*** At a minimum, all first time fundraisers will receive this recognition

**$1,000-$4,999**
- Receive a wish child’s bio
- Make-A-Wish Speaker to attend an assembly/check presentation
- Access to Make-A-Wish supplies, banner, and logo
- Access to Make-A-Wish Online Fundraising Tools
- Opportunity to submit fundraiser photos to Make-A-Wish’s social media channels
- Framed Thank You Piece

**$5,000-$7,999**
- Receive a wish child’s bio
- Make-A-Wish Speaker to attend an assembly/check presentation
- Access to Make-A-Wish supplies, banner, and logo
- Access to Make-A-Wish Online Fundraising Tools
- Opportunity to submit fundraiser photos to Make-A-Wish’s social media channels
- Framed Thank You Piece
- Opportunity to nominate yourselves for our annual Make-A-Wish Awards – “Youth Leadership Award,” “Advisor of the Year,” and “School of the Year”

**$8,000+**
- WISH GRANTING LEVEL!
- Receive a unique wish child’s bio
- Option to invite your schools unique wish child to attend an event
- Make-A-Wish Speaker to attend an assembly/check presentation
- Access to Make-A-Wish supplies, banner, and logo
- Access to Make-A-Wish Online Fundraising Tools
- Opportunity to submit fundraiser photos to Make-A-Wish’s social media channels
- Framed Thank You Piece
- Opportunity to nominate yourselves for our annual Make-A-Wish Awards – “Youth Leadership Award,” “Advisor of the Year,” and “School of the Year”
- Optional for Graduating Seniors - opportunity to purchase Make-A-Wish Honor Cords

Want to jump to the next level? Ask us how!

We have great fundraising tips and tricks to share (877) 206-9474 OR oki.wish.org
MAKE-A-WISH CAN HELP!

Make-A-Wish Ohio, Kentucky & Indiana is excited to partner with you to ensure that your Kids for Wish Kids experience is rewarding. The Make-A-Wish staff is here to help throughout your planning. Below is a brief checklist outlining all of the ways to utilize the staff and ensure a successful event!

**Schedule a brainstorm meeting with your Make-A-Wish contact.**

Your Make-A-Wish contact has great fundraising ideas and event planning tips and tricks to share! They are happy to schedule a phone call, visit the school, or have your group visit the Make-A-Wish office.

**Request Make-A-Wish supplies, banners and logo.**

The Make-A-Wish office has a ton of supplies for you to use, free of charge, to enhance your fundraising event. Make sure to request these early to guarantee they arrive in time for your event.

**Ask your Make-A-Wish contact to set up an online fundraising page.**

An online fundraising page is an easy way to increase your fundraising efforts. Share the link with your school community, feeder schools, friends and family. Turn it into a competition and see which class can raise the most online. Award them with a pizza party or the chance to shave their teacher’s head!

**Send all marketing materials and t-shirt designs to your Make-A-Wish contact.**

Does the design and text follow Make-A-Wish branding guidelines? Make sure to add the Make-A-Wish logo somewhere on your t-shirt! See the back of this toolkit for some sample, pre-approved, t-shirt designs.

**If possible, Coordinate a Make-A-Wish representative to attend your event.**

Send the final event schedule with dates and times to your Make-A-Wish contact. If we’re able, we want to attend your event! Let us know what you have scheduled so we can try to coordinate a Make-A-Wish representative, volunteer, or wish parent to attend, speak on behalf of the organization and thank attendees for their support.

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**Make-A-Wish Ohio, Kentucky & Indiana - Kids For Wish Kids Campaign Leads**

Rebecca Bishop - Development Officer  
RBishop@oki.wish.org  |  Phone - (513) 297-4518

Haley Mahan - Development Associate  
HMahan@oki.wish.org  |  Phone - (317) 522-4081
The most important part of any event is making sure everyone knows the purpose of your fundraising efforts and how they can support you. Follow the tips below to ensure effective marketing and a successful event!

**Communicate, communicate, communicate!**

Use a variety of platforms to get the message out. This includes both online and offline advertising. Send an email to parents, post events on the school website, share events on all social media, make daily event announcements, hang posters in the school leading up to Wish Week, plan a kick-off assembly to increase excitement and share upcoming events with the entire student body!

**Tag Make-A-Wish Ohio, Kentucky & Indiana in your posts.**

Follow Make-A-Wish Ohio, Kentucky & Indiana social media pages and tag us in your posts to increase your audience. Plus, we love to see what you’re doing to help grant wishes.

@MakeAWishOHKYIN  @MakeAWishOHKYIN  @MakeAWishOHKYIN

**Engage the Entire School!**

Hold a variety of events that engage different student interests. For example, talent show, sports tournament, art auction or a teacher vs. student basketball game. Ask other clubs and sports teams to help with the planning of events and social media coverage. The more students involved, the more will participate!

**Share the Make-A-Wish Mission Accurately.**

As a school, you are raising funds to help grant the wishes of local children with life-threatening medical conditions. Matching your school with a specific wish profile is a symbolic way for your community to personalize its fundraising efforts. The quality of the wish that you are fundraising on behalf of will not be based on the success of your fundraising.

*_When promoting your event(s), instead of saying “Let’s grant Claire’s wish”, please say, “Let’s grant wishes for kids, like Claire.”*

It should be clear that funds aren’t going directly to Claire’s family or to grant her wish, but instead will be used to grant the wishes of local kids, like Claire.
What is a Wish Kit?
Create an easy way for students to purchase everything they need for the week. Package your Wish Week T-shirt with Make-A-Wish goodies, sponsor giveaways and wristbands for students to use as entrance to all the events.
- Prevents nickle-and-diming the students at every event.
- Allows for easier cash management.
- Provides another great place to recognize sponsors.

T-Shirt Tips and Tricks
Wish Week t-shirts increase school comradery, excitement and awareness!
- Design the t-shirt early and take pre-orders to help determine how many shirts you’ll need to order.
- Find local businesses to sponsor t-shirts. The back is the perfect place to recognize a sponsor! Set a minimum sponsorship amount required for their logo to be included on the back of the t-shirt. We suggest somewhere between $200 - $500 each.
- Allow online and in-person purchases if possible.
- Schedule a day during the week for all students to wear the shirt. This encourages purchases and can create a wonderful visual of support when every student is wearing one!
Involving your feeder schools is a great and easy way to increase your fundraising efforts while involving the community. Engage your entire school community with the simple tips below.

**Start Early!**
- Reach out at least one month prior to Wish Week. Email and call principals, athletic directors and student council advisors. Ask to schedule a meeting to discuss how they can help!
- Send a “Save the Date” email with all of your Wish Week events.
- Keep the school updated on your Wish Week schedule and ways they can get involved.

**Share unique fundraising ideas.**
There are a lot of great ways feeder schools can support your efforts!
- Invite them to your Wish Week events and restaurant nights.
- Share your online fundraising link to send out to parents, family and friends.
- Encourage them to host small fundraisers of their own. Some easy ideas include spirit days, penny wars, miracle minutes, bake sales and classroom competitions. Contact your Make-A-Wish representative for other fundraising ideas!

**Give extra special thanks.**
Don’t forget to recognize and thank the feeder schools for all of their support.
- Invite them to attend your opening and/or closing assembly.
- Reward the classroom that raises the most with a special pizza party or free tickets to the next high school football game!
- Follow up with a formal thank you to each school that participated.
- Keep them engaged after Wish Week! Invite them to home football games etc.
- The top feeder schools in Ohio, Kentucky & Indiana will receive a special thank you from Make-A-Wish!

**Don’t forget to share the Make-A-Wish mission!**
It’s important that the students know why they are fundraising. Don’t forget to share wish child information to help them feel more connected. Share your experience with the kids. Why do you love supporting Make-A-Wish Ohio, Kentucky & Indiana?
WISH WEEK SPONSORS

Wish Week sponsors can help cover initial costs of your event and add to your fundraising efforts while engaging the local community. Engage local businesses using the following tips below!

Who to Ask?

- We encourage you to brainstorm leads. Create an extensive list of who might be interested in sponsoring your events.
- Ask yourselves; Where do I go? What businesses do I interact with? For example, dentist, hair salon, retail stores or gyms. Places that you love and frequent will be interested in marketing to a similar audience (teens/students).
- Ask yourselves; Who do I know? Where do the adults in my life work? Having that personal connection to a business owner is always a bonus when asking for support.

What can Businesses Sponsor?

- Get creative! Use one of the suggestions below or create your own idea.
- Event Sponsors – Identify individual events or projects where you can have a presenting sponsor.
- Fundraising Match – Ask a company to match all student fundraising for a certain effort or during a certain window of time.
- Portion of Proceeds – Ask a restaurant or retail location to host a give back night offering a portion of proceeds. Your Make-A-Wish contact has a list of popular restaurants who offer a give back night.
- Prize Sponsor – Ask a company to provide prizes for top fundraisers. Use these prizes as a great incentive for more student participation.
- T-shirt Sponsor(s) – This is by far the most popular and easiest option! Ask a sponsor to cover the full cost of t-shirts or ask multiple companies to support your efforts and add their logos to the back of the shirt.
- Wish Week Daily Sponsor – Sell a sponsorship for each day of your Wish Week.
- Yard Sign Sales – Line the school’s parking lots with sponsored yard signs.

What do Sponsors Want?

- Brand Recognition – Logo presence on collateral, t-shirts, signage, etc. Recognition on social media and Wish Week advertisements.
- Employee Engagement - Is there an opportunity to have employees participate in the Wish Week events? Can your sponsors speak during an event?
- Traffic Driver – Is there an opportunity to host the event at their location (for example, a restaurant night) or an opportunity to give coupons to students to enhance your fundraiser?
- Product Sampling – Allow the sponsor to provide food and drink for your event or sample items to add to your Wish Kits!
How to Ask?
Empower students to make the ask themselves. This is a great opportunity to engage DECA groups or marketing classes to help them practice what they’re learning.

• Assign students to leads based on their relationships.
• Practice role-playing. Remember to include the why. Why are you supporting Make-A-Wish Ohio, Kentucky & Indiana and why should this business get involved? What’s the benefit for them?
• Keep it simple – skip the big powerpoint and map out a simple one-sheeter with the opportunity.
• Go in person - set a meeting and make the pitch face-to-face.

Create an easy to read chart outlining benefits to present to sponsors!

<table>
<thead>
<tr>
<th>Sponsorship Benefits</th>
<th>Sponsorship Levels</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Wish Week Sponsor</td>
</tr>
<tr>
<td></td>
<td>T-Shirt Sponsor</td>
</tr>
<tr>
<td></td>
<td>Wish Week Supporter</td>
</tr>
<tr>
<td>Exclusive Presenting Sponsor</td>
<td>X</td>
</tr>
<tr>
<td>Opportunity to speak during Wish Week Assembly</td>
<td>X</td>
</tr>
<tr>
<td>Exclusive logo on all Wish Week promotional materials</td>
<td>X</td>
</tr>
<tr>
<td>Exclusive logo on promotional flyers and Facebook event</td>
<td>X</td>
</tr>
<tr>
<td>Logo on Wish Week T-shirt</td>
<td>X</td>
</tr>
<tr>
<td>Opportunity to distribute company swag during the week</td>
<td>X</td>
</tr>
<tr>
<td>Logo on school website</td>
<td>X</td>
</tr>
<tr>
<td>Social media recognition and promotion</td>
<td>X</td>
</tr>
<tr>
<td>Recognition during the Wish Week events</td>
<td>X</td>
</tr>
</tbody>
</table>

Don’t forget to share the Make-A-Wish mission!
It’s important that the businesses know why you are fundraising. Don’t forget to share wish child information to help them feel more connected. Share your experience with the business owners. Why do you love supporting Make-A-Wish Ohio, Kentucky & Indiana?
Dear School Name (Principal),

The students of (School Name) have joined together to host a Wish Week to raise money for Make-A-Wish® Ohio, Kentucky & Indiana and help grant wishes to local children with life-threatening medical conditions. We would like to invite you to join us and help grant wishes for kids like (wish child) and his/her wish to (wish information).

The impact of a wish is huge! Make-A-Wish has the unique ability to transform a child and a family’s life during some of their most difficult trials. A wish creates an opportunity for hope and the ability to experience life beyond the illness. A wish is not simply a wish. Wishes are amazing experiences, but more than that, they have the power to change lives.

Help us to change the lives of these deserving kids. There are lots of ways your school community can get involved! Our Wish Week will be held on (date) and we invite you to participate in our events throughout the week. Below (or attached) is a list of Wish Week events, including restaurant nights. Please share this information with your school community and encourage them to attend.

(List Wish Week Events Here)

You can also support our efforts by sharing our online fundraising link with your school community (online link) or creating your own fundraising activities at your school. Easy fundraising ideas include penny wars, classroom competitions or spirit days.

If you’re interested in learning more about how you can support our efforts and help grant even more wishes for these brave kids, please contact (contact info).

Together we can make a difference in our community!

Sincerely,

Teacher/Advisor/School Contact
School Club
School Name
(Date)

Dear Company Name/Manager

As you may be aware, Make-A-Wish® Ohio, Kentucky & Indiana is a non-profit organization that grants wishes to children with life-threatening medical conditions to enrich the human experience with hope, strength and joy. To help raise funds to grant wishes for these special children, the students of (School Name) have joined together to host a Wish Week, (Dates of Wish Week here).

To achieve our goal to grant one wish, we are asking for the support of community businesses. Any help you can provide will be greatly appreciated.

We would like to invite you to join us and help grant wishes for kids like (wish child) and his/her wish to (wish information).

Thank you for your support of Make-A-Wish Ohio, Kentucky & Indiana and the students of (School Name). Your donation will help grant wishes and your kindness will extend farther than you may ever imagine. If you have any questions, please feel free to contact me.

Sincerely,

Teacher/Advisor/Student Contact
School Club
School Name
Dear (School Name) Parents and Community,

The students of (School Name) have joined together to host a Wish Week to raise money for Make-A-Wish® Ohio, Kentucky & Indiana and help grant wishes to local children with life-threatening medical conditions. We would like to invite you to join us and help grant wishes for kids like (wish child) and his/her wish to (wish information).

The impact of a wish is huge! Make-A-Wish has the unique ability to transform a child and a family’s life during some of their most difficult trials. A wish creates an opportunity for hope and the ability to experience life beyond illness. A wish is not simply a wish. Wishes are amazing experiences, but more than that, they have the power to change lives.

Help us change the lives of these deserving kids. There are lots of ways you can get involved! Our Wish Week will be held on (date) and we invite you to participate in our events throughout the week. Below (or attached) is a list of Wish Week events, including restaurant nights. Please share this information with your friends and family and encourage them to attend.

(List Wish Week Events Here)

You can also support our efforts by sharing our online fundraising link with your network (online link). If your business is interested in supporting our efforts, we also have sponsorship opportunities available!

To learn more about how you can support our efforts and help grant even more wishes for these brave kids, please contact (contact info).

Together we can make a difference in our community!

Sincerely,

Teacher/Advisor/School Contact
School Club
School Name
Dear School Name (Principal and/or Student Council Advisor),

The students of (School Name) have joined together to host a Wish Week to raise money for Make-A-Wish® Ohio, Kentucky & Indiana and help grant wishes to local children with life-threatening medical conditions. We would like to invite you to join us and help grant wishes for kids like (wish child) and his/her wish to (wish information).

The impact of a wish is huge! Make-A-Wish has the unique ability to transform a child and a family’s life during some of their most difficult trials. A wish creates an opportunity for hope and the ability to experience life beyond illness. A wish is not simply a wish. Wishes are amazing experiences, but more than that, they have the power to change lives.

Help us change the lives of these deserving kids. There are lots of ways your school community can get involved!

• Host your own Wish Week. We are happy to connect you to the Make-A-Wish office.
• Encourage your students to attend our events (Wish Week schedule below).
• Help us host a Teacher vs. Teacher basketball game.

If you’re interested in learning more about how you can support our efforts and help grant even more wishes for these brave kids, please contact (contact info).

Together we can make a difference in our community!

Sincerely,

Teacher/Advisor/School Contact
School Club
School Name