



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

EXTERNAL FUNDRAISER GUIDEBOOK

Make-A-Wish®
WISCONSIN

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Welcome

Thank you for your interest in holding a special event to benefit Make-A-Wish Wisconsin. We appreciate your desire to help grant wishes to children in our community with critical illnesses.

Make-A-Wish® America was inspired in 1980 by the love that a family and friends had for a seven-year-old boy in Phoenix named Chris, who had leukemia. Chris dreamt of becoming a police officer, and his family, friends and the State Highway Patrol made his wish come true - just four days before he passed away. Chris' mother and those who helped grant his wish created Make-A-Wish America in his memory, enabling his legacy to live on in the thousands of wishes that have been granted since.

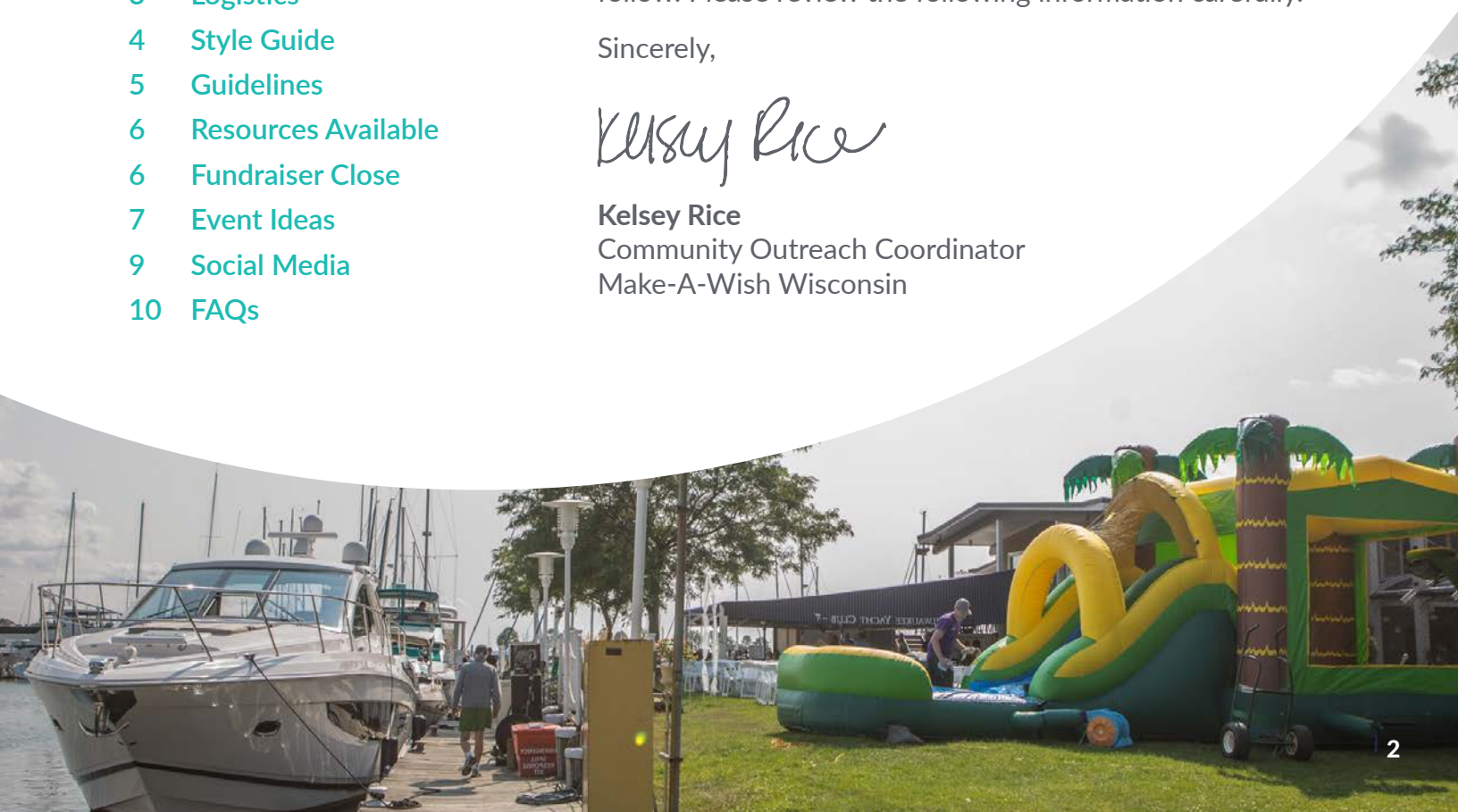
Make-A-Wish Wisconsin is held to the highest legal and ethical standards of fundraising and we are governed by policies established by our national organization, Make-A-Wish America. We also adhere to the principles of various watchdog agencies, including the Better Business Bureau (BBB) Wise Giving Alliance, which you are required to follow if you want to use the Make-A-Wish® name.

In completing the Special Event Proposal and planning your fundraiser, there are some rules that you are required to follow. Please review the following information carefully.

Sincerely,



Kelsey Rice
Community Outreach Coordinator
Make-A-Wish Wisconsin



Logistics

ORGANIZER RESPONSIBILITIES

You, the event organizer, are responsible for planning and obtaining support for your fundraiser from inception to the day the check or donation is issued to the Chapter. It is your job to develop logistics and acquire the venue, sponsors, publicity, prizes, entertainment and staff that are necessary for a successful event, including its fundraising aspects.

Your efforts must draw the majority of participants, but we are happy to post your event on our website and Facebook event calendar. We look forward to answering your questions and providing support where we can.



TALKING POINTS & KEY MESSAGES

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

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

APPROVAL PROCESS

Please fill out the Special Event Proposal and License Agreement and return to your Make-A-Wish Wisconsin contact as soon as possible for approval. Your submission will be reviewed by the Chapter Community Outreach Coordinator. We will respond to you with any questions and help revise any areas that are not in compliance with our standards.

We promise to make this process move quickly, and we will provide a response within one week of receiving the forms. You are not permitted to use the Make-A-Wish name or logo for ANY reason until we have provided you with written approval of your Special Event Proposal and License Agreement.

Style Guide

MAKE-A-WISH LOGO AND NAME

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

- Our logo appears at the bottom of this page. It utilizes a typeface developed especially for Make-A-Wish and must be used as it appears.
- **Do not use logos found on the Internet.** We will provide you with the most current version, which includes our Chapter name.
- The logo and name must never be used in the title of the event.
- Any products and/or collateral you develop for your fundraiser which incorporates the Make-A-Wish logo (such as t-shirts and advertisements) **must be approved by the Chapter.**
- In all cases, the words “Make,” “A,” and “Wish” must all be capitalized and separated by hyphens.
- The registered trademark symbol (®) should always be used on the first or most prominent reference of each registered trademark (e.g., in a headline, or when the marks first appear in a body of text). The circle-R symbol should appear in superscript at the end of each mark (e.g., Make-A-Wish® or Make-A-Wish® Wisconsin - not Make-A-Wish Wisconsin®).
- The logo cannot be used as part of a sentence or phrase to take the place of words.

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



Guidelines



UNACCEPTABLE METHODS OF FUNDRAISING

Make-A-Wish America policies prohibit our Chapter and any of our external fundraisers from employing the following types of fundraising tactics:

- Telemarketing
- Door-to-door solicitations
- Some online solicitations (contact the Chapter for specifics)
- Vending machine fundraisers

The chapter also reserves the right to choose not to affiliate with any event where fundraising methods do not complement the organization's mission.



RAFFLES

The State of Wisconsin has specific laws about raffles, and in many cases, raffles are illegal without a license or a permit. Make-A-Wish Wisconsin will not apply for a raffle license on behalf of external events, and your event is unable to use Make-A-Wish Wisconsin's raffle license.



FUNDRAISING GOAL

We appreciate the hard work that goes into your organization's fundraising efforts. Therefore, we strive to provide the support and resources needed to make your event a success. However, because of our limited resources, it is our goal that each external event will raise \$3,000+ in order to partner on sponsoring a specific wish. We are happy to discuss and assist with fundraising efforts at any donation level.

If you are planning a cause-related marketing fundraiser in which an individual or company will make sales or profit with a portion of the proceeds going to the Chapter, we may ask for a guaranteed minimum donation.



SPONSORSHIPS

If you are planning to go to companies or organizations to get donations or sponsors for your event, please provide us with a list of who you plan to approach prior to approaching them, because we may already have a relationship with them. It is not our desire to limit your plans, but to protect relationships with those who give directly to the chapter on a regular basis.

As there are companies who already provide great support to our Chapter, we must be careful about duplicating efforts and making these groups feel like a lot of people are asking for donations on our behalf. Additionally, we must not approach any company outside the counties our Chapter serves. There are Make-A-Wish chapters all across the country and we want to be sure we are not infringing on any other chapter's donors and/or territory. The Chapter is legally prohibited from approaching donors outside of its territory.

Resources & Responsibility

RESOURCES AVAILABLE TO YOU

We appreciate the hard work that goes into your fundraising efforts and understand you may require some support or resources from our Chapter to make your event a success. Here is a list of resources available upon request pending the approval of the proposal:

- Permission to use the Make-A-Wish Wisconsin name and Chapter-specific Make-A-Wish logo (All uses of the name or logo must be approved before printing or public use).
- Make-A-Wish confirmation letter to support your efforts.
- The use of Make-A-Wish Wisconsin banners, brochures, marketing material support (such as newsletters) or resources, if available.
- Up to two Make-A-Wish volunteers or speakers to help at an event associated with promotion, **pending availability**.
- Listing on the events page of the Chapter Website and Facebook calendar page if event description is provided.

CLOSING OUT YOUR FUNDRAISER

Funds must be delivered to the Chapter within **30 days**. You may mail donations to our office, deliver donations in person or we can arrange to pick them up from you. We rely on these funds to grant wishes, so please deliver them at your earliest opportunity. If funds are not received in 30 days, legal action will be taken to receive the funds.

It is your responsibility to acknowledge any 3rd party donors who contribute to your event. If you would like the Chapter to send a Thank You letter to 3rd party participants in your event, you must submit the donor's name and address to the Chapter following the event.

The Chapter does not provide tax advice. Donors and 3rd party participants should contact their personal tax representatives for guidance.



Event Ideas

ENDLESS FUNDRAISING OPTIONS

RAFFLES

Raffle: Solicit prizes from local businesses and have participants purchase raffle tickets.

50/50: Sell raffle tickets for a determined amount. The person who has the winning ticket wins half of the monies raised and the other half will be donated!

Bucket Raffle: A raffle with a twist. Instead of having a bid sheet next to auction items, place a container next to each item for purchased raffle tickets. When supporters buy their tickets, they can choose which items they would like to try to win!

Vacation Day: Talk to the appropriate person within your company about getting a vacation day as the prize for the winning raffle ticket.

Boss' Parking Space: Hold a raffle with the prize being to park in the best parking space for a week!

AUCTIONS

Silent Auction: Secure items to be auctioned off through solicitation and display all donated items. Next to each item, place a "bid sheet" where those interested in that particular item can write their name and the amount they are willing to pay.

Service Auction: Ask companies in the "service" industry (lawyers, consultants, construction, beauty salons, cleaning, etc.) to donate a service to be auctioned off either live or silent. All funds will be donated to Make-A-Wish Wisconsin!

SPORTING EVENTS

Golf or Tennis Tournament: After a location is chosen for this event, determine the cost per person and charge each person a certain amount over cost. That amount will be donated. You can also sell sponsorships and/or hold a raffle to raise more funds.

Bowl-A-Thon: Ask your local bowling alley to donate a few lanes for the event. Participants ask their friends and family to sponsor them for a certain amount per pin. After their score is determined, they collect the money. The participant who raises the most money wins a pre-determined prize.

Walks, Runs, Marathons, Triathlons: Ask for pledges if you or your employees are participating in any type of endurance event for Make-A-Wish Wisconsin!



Event Ideas (cont.)

ENDLESS FUNDRAISING OPTIONS



TICKET SALES

Hold a month long promotion where a portion of admission ticket sales will be donated to grant wishes for children.



WINE TASTING

Get a wine company to donate the wines as well as sending a representative to discuss the wine. Charge an amount to get in that will be donated. If food is included, the price can be increased.



COMPANY PICNIC

Partner with a food truck or cater a BBQ lunch for employees, and sell lunch for \$5 a plate! Include a senior management dunk tank or pie-in-the-face contest for more fundraising!



SALES

Organize a bake sale, garage sale, cookbook sale (with recipes from your coworkers), candy sale, flower sale, office furniture sale, book sale, etc. Make and sell t-shirts promoting your company's Make-A-Wish campaign.



WISH WALLS

Sell Make-A-Wish star cutouts provided by us from \$1.00, \$2.00, or \$5.00 and fill a wall. This can be held during holidays as well.



USE WHAT YOU KNOW

How can you incorporate fundraising into what your company is already doing. Include a donation link on your invoices! Encourage your vendors and partners to get in on the fun, or include fundraising at your holiday party.



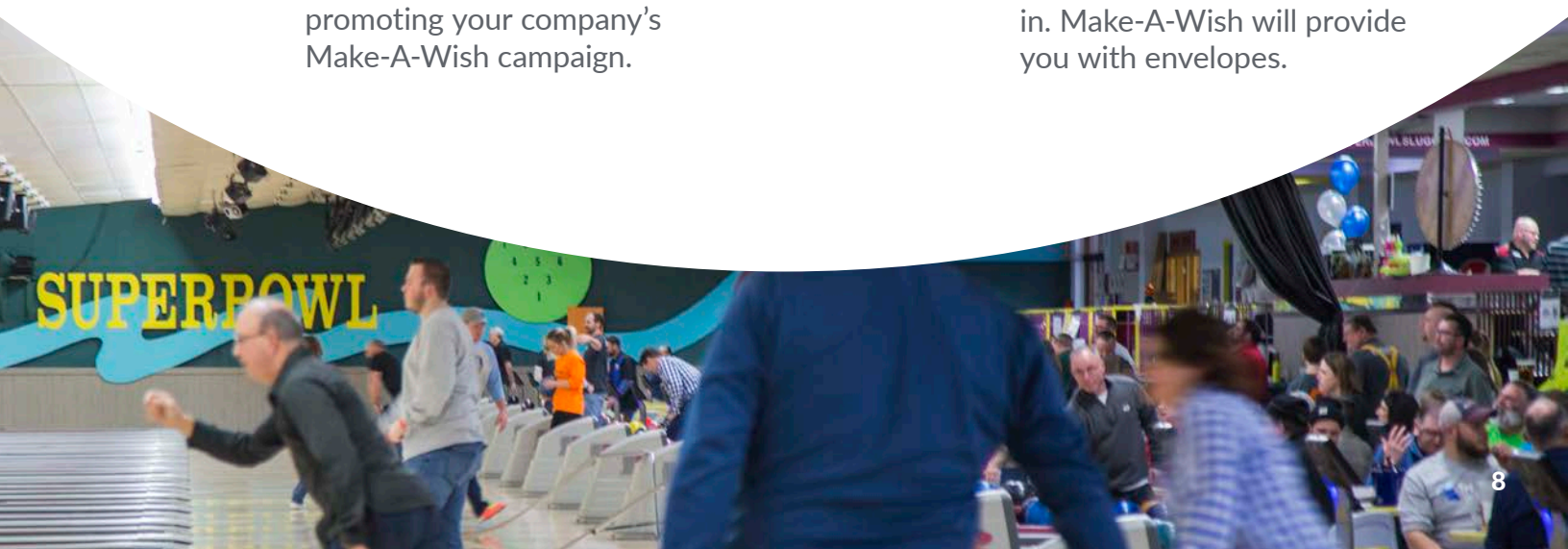
DRESS DOWN DAY

Employees donate in exchange for a day of wearing casual clothes to the office. Perhaps it could be for an entire Dress Down Week.



BIRTHDAY/WEDDING/ANNIVERSARY

Request that guests make a donation in lieu of presents. To make it easier, you can put a basket at the party for your guests to put their donations in. Make-A-Wish will provide you with envelopes.



Social Media

EVENT PROMOTION TIPS

Incorporating social media and video into your event promotion is an excellent way to expand your reach and attract new supporters. The following includes helpful tips as you share about your event on digital channels.

FACBOOK

- Create an event hashtag and use it consistently across social media channels. Use #wishWI too!
- Ask your followers and social media supporters to share and comment on the event page.
- Make the RSVP list public to encourage people to respond.
- Create a custom cover photo that stakeholders can use on their personal profile to promote the event.
- Use visuals, such as video clips or photos in all posts.
- Plan to share posts and update content regularly leading up to your event.
- Share success following event.
- Share Make-A-Wish Wisconsin stories to inspire followers

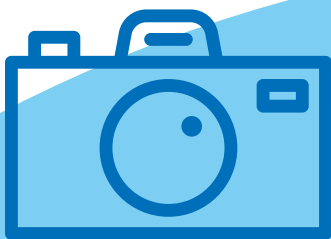
Note: Tagging on Facebook can be done by going onto the Make-A-Wish Wisconsin Facebook page and clicking "Like." To include us in your post, type @Make-A-Wish Wisconsin and our name should appear and can then be selected for tagging.

INSTAGRAM

- Create an event hashtag and use it consistently across social media channels. Use #wishWI too!
- Use photos of people smiling, whether candid or a group shot.
- Use Instagram Stories on the day of your event.
- Tag @makeawishwisconsin in your posts.

TWITTER

- Create an event hashtag and use it consistently across social media channels. Use #wishWI too!
- Promote your hashtag on all promotional materials and encourage people to use it in your messaging.
- Identify your closest supporters who have large online networks and ask them to share information about your event.
- Show appreciation for and respond to those who are talking about your event.
- Use event-related images to increase likelihood of retweets.
- Tag @MakeAWishWI in your tweets.



PHOTOS

There's no such thing as too many photos! Shoot to your hearts desire to recap your event, and afterwards share them with your Make-A-Wish Wisconsin contact. Photograph the event setup, donations from your sponsor(s), groups of attendees and more.

FAQ

Q. If my external event is approved and I hold the same event next year, can I use the same agreement from the previous year?

A. No. The licensing agreement is good for only the event and time frame outlined in the agreement and expires at the conclusion of the event, one year from the date of approval, or upon the decision of Make-A-Wish Wisconsin. Annual events are common and encouraged, however, and the second year takes far less time to approve.

Q. If I conduct an external event, can I reserve funds for the next year's event in a special account?

A. No. The money raised from a fundraising event must be turned into Make-A-Wish Wisconsin and will be recorded as donations received for the purpose of granting wishes.

Q. If I am soliciting for a Make-A-Wish Wisconsin event, is there anything I need to do before contacting a sponsor/vendor?

A. Yes. The Chapter will require a list of businesses that you are interested in contacting before planning your event, so that we will not jeopardize existing relationships with donors.

Q. What type of credentials can I provide when I solicit funds?

A. Each approved event will be issued an acceptance letter on official Make-A-Wish Wisconsin letterhead, verifying that your event has been approved.

Q. Are there any events or types of fundraising that Make-A-Wish does not permit?

A. Make-A-Wish national policy states that we are NEVER permitted to use telemarketing or door-to-door solicitation in our fundraising efforts. We also cannot raise funds through vending machines, or solely from liquor sales (proceeds from all food and beverage sales combined are acceptable).

Q. Does Make-A-Wish provide volunteers for my event?

A. We cannot guarantee participation from volunteers, but we are more than happy to include your volunteer opportunity on our volunteer website.



FAQ (cont.)

Q. Does Make-A-Wish Wisconsin have insurance that covers liquor liability, gambling, raffles, bingo, etc.?

A. Make-A-Wish Wisconsin does not provide insurance coverage for external events. The event host must obtain insurance when necessary. Please note: special permits or licenses can take up to 4-6 weeks. Make-A-Wish Wisconsin will not apply for a raffle license on behalf of external events, and your event is unable to use Make-A-Wish Wisconsin's raffle license.

Q. May I invite wish children to attend my event?

A. We are happy to discuss inviting a wish child to attend or speak at your event. This is decided on a case by case basis as we must be protective of our wish children and their privacy.

Q. Can I sponsor a specific child?

A. If your fundraiser raises \$3,000 or more, it will be named a sponsor of a specific child's wish. Make-A-Wish can provide the story and photo of a specific wish child to use to demonstrate how your event donations can be used.

Q. Can Make-A-Wish provide raffle items

A. No. It is up to the event organizers to find items for raffles or silent auctions. You are however more than welcome to send out a solicitation letter which includes information on your event benefitting Make-A-Wish. Similarly, Make-A-Wish can provide a letter for you to distribute to potential donors and sponsors.

Q. Where can we find Make-A-Wish giveaways?

A. Make-A-Wish Wisconsin is extremely limited with the number of giveaway items for your event participants, organizers, etc. You can find branded Make-A-Wish merchandise by visiting the Make-A-Wish Marketplace at MakeAWishMarketplace.com. Once your event is approved, you are also able to create your own custom merchandise with the Make-A-Wish Wisconsin name and logo.

Q. Can I get a copy of Make-A-Wish's W9 or EIN?

A. As a registered external fundraiser for Make-A-Wish Wisconsin, you can share our W9 with potential sponsors and donors. Our EIN is 39-1543541.

