Your Wish Week

Who:
Every Make-A-Wish Club, schools that our Wish kids attend, local Kids For Wish Kids® participants who want to get involved, and participating local corporations and community groups. The more schools involved, the stronger each event will be due to the publicity and prevalence of Make-A-Wish in the public eye. Are you in?

What is a Wish Week?
A Wish Week is a five to seven day spirit week filled with activities and fundraisers to get your fellow students to rally around adopting the wish of a local child. Each club is required to do some form of Wish Week with their school, whether the event take place on campus or after school is completely up to you and what your school permits. Contact Danielle if you need help with the planning process or aren’t sure where to start.

You can choose from the suggested list of fundraiser ideas composed by our Youth Advisory Council or you can use your imagination.

Where:
On your campus, at surrounding schools, at local restaurants, anywhere!

When:
Wish weeks can occur anytime on your school’s calendar. You can select a week that culminates with a big game or dance that gets lots of people together. This year our goal is to have the entire community celebrating Wish Week from April 26 to May 2.

Why:
Wishes are a turning point in the lives of our wish kids and your school has the ability to provide a positive lasting memory for a child and their family.

Help us meet our Orange County & the Inland Empire goal of 3 wishes in one week! That’s raising $15,000 among all the clubs. Use this week as the final push to get your school to donate those funds so you can achieve Adopt-A-Wish status. It’s also an opportunity to get parents, teachers, and other service clubs involved in helping make a local kids wish come true. Contact your coordinator to see if there’s a wish that happened in your area that you can potentially support and share with your fellow students at an assembly.

How:
Check out the next few pages on how to plan a wish week
Planning Your Wish Week: Tips and Tricks

Step 1: Set Up A Wish Week Committee

A lot of decisions need to be made and the planning needs to start a couple months in advance, so save some time and create a focused group of club members who meet outside of the club meetings to make decisions and build the plan. Have the fundraising chairs or special event chairs lead the committee and select representatives, one for each day of activities, to be in charge of their specific part of the week (e.g. Jacob is in charge of Monday- the Wish Rally). Don’t be hesitant to extend outside the committee to fulfill any publicity needs- that’s what Publicity chairs are for!

Step 2: Get your event on the school activities calendar and secure necessary venues

Talk to your faculty adviser and Principal to make sure your week and its events meets the school’s guidelines and gets approved. You want them to have your back and support you through this process. Plus, talking through your plan might even get your Principal involved!

Determine whether or not you want to pair up with other schools at this point and pitch them your ideas as well. If you want to work with other Make-A-Wish clubs, contact your coordinator. If you want to work with other schools or service clubs on campus, talk to your advisor and see if they can connect you to the right person.

Step 3: Talk to Your Make-A-Wish Coordinator

Let us know what your week is going to be and that your school approved the activities. We want to help you out as much as we can!

Step 5: Create a promotion plan

How will you get the word out? Work with your publicity chair and check out the ways to promote later on in the packet. Don’t forget to visit http://www.ocie.wish.org/clubresources

Step 4: Gather all the supplies you need for your events and fundraisers.

Don’t forget to get smaller bills and change if you’re going to be selling products.

Does your wish week have an event that requires early sign up or registration, like a dodgeball tournament?

Some things to consider:

- Materials for crafts
- Supplies for games
- Donations from businesses (check with coordinator)
- Fliers to send home or distribute
- Posters to hang the announce wish week
- Make-A-Wish products (need to be ordered in advance)
- Treats and incentives
- Prizes for participants as needed
Wish Week Committee

It is recommended to form a separate wish week committee to save club meeting time, help make decision-making a bit simpler, and to make it easier to delegate responsibilities. These are not necessarily the only people who will do the tasks required for the week, but these people will be responsible for making sure all these tasks are done.

Wish Week Committee Chair: Usually a Club Fundraising Chair or Special Events Chair

The head of the committee will be in charge of making sure every detail needed for Wish Week is fulfilled.

- They will be working closely with the Make-A-Wish coordinator and serve as their school’s main point of contact for Wish Week.
- They are in charge of working with the school ASB, principal and outside parties.
- They are in charge of coordinating all of the Daily Event Chairs & keeping track of the funds and budget.
- Responsible for planning the opening and or closing assembly if that is to occur.
- They also are in charge of recording the planning process to be passed on to next year’s wish week committee chair.
- If the president has questions about the event, he/she may contact the committee head for information.

Wish Week Publicity & Promotion Chair: Typically the club’s Publicity Chair

- Create/order and distribute marketing materials
- They create a publicity timeline to make sure the school knows what’s going on during wish week well before it begins.

Daily Events Chairs

- One for each day
- They are in charge of planning all the details necessary for the assigned day
- Work closely with the publicity and promotion chair to make sure their event is publicized
- They secure all the materials and handle the financial aspect of their day.

*It is suggested that the committee meets a minimum of every two weeks, with more frequent gatherings as the event gets closer. The Committee Chair is in charge of making sure everyone meets their deadlines and follows through on their delegated responsibility. The Chair in turn also reports his/her progress on securing the week on the school calendar and getting each event approved to the committee.
Wish Week Sample: Small Scale
Goal: $500+

Monday: Beat the Case of the Mondays (for Make-A-Wish)
  ○ For a $1 donation, have people write “well wishes”, like “I hope you have a great week!” (think: those messages on valentine’s day candy hearts) on a blue clothes pin and have them secretly pin it on someone else who they want to give the message to. The recipient of the clothespin can pin it forward and clip it onto someone else, or they can come to your table and write a different message to pass forward and help chase away the Monday blues.
  ○ Sell some sweets to make Monday a bit sweeter

Tuesday: Recycling day
  ○ Collect Cans and plastic bottles on campus and take them to a recycling center for change.

Wednesday: World Wish Day- Wear Blue and White!
  ○ Sell blue Make-A-Wish bracelets for $2 on campus
  ○ Have a restaurant fundraiser night at Chipotle or other hot spots your students like to go frequent.
  ○ Take a huge group photo of everyone in blue and white to show your support.

Thursday: Keep it going
  ○ Continue selling bracelets, playing the well wishes clothes pin game, and collecting cans

Friday: Finale
  ○ Coin Jar: collect everyone’s spare change as they leave the dining area.
  ○ Host a miracle minute during one of your class periods. Have a designated representatives in charge of collecting the donations from certain sections of the school and tally up the total to announce to the school by the end of the day.
Wish Week Sample: Moderate Scale
Goal: $1000+

Monday: Make-A-Wish Monday
- Sell little blue ribbons fastened by a safety pin for 50 cents
- Make sure you publicize Faculty Follies every day this week to get students excited!
- Opportunity Drawing: All week-long
  - Get some gift cards donated from local shops or even from parents who earned reward points on their credit card.
  - Have students donate $1 and put their names and email on a slip of paper for the drawing. Now you have lots of new emails to publicize and an incentive for donations.

Tuesday
- Sell entries to the opportunity drawing, keep selling blue ribbons, and keep publicizing
- Collect recycling cans and bottles for cash redemption value.

Wednesday: World Wish Day- Wear Blue and White!
- Have a speaker come in and talk during lunch
- Lunchtime activity:
  - Hairy Leg contest: Have fellas put on some short or bright shorts and compete for hairiest legs- each candidate is in charge of campaigning and collecting donations as votes for themselves. The one who raises the most wins.
  - Eating contests: pay to play- watermelon, corn, ice cream, mashed potatoes, etc.

Thursday
- Have a restaurant fundraiser night: don’t forget to print an ad for your Friday night event on the flier as well when you pass them out around school.

Friday
- Friday Faculty Follies:
  - Get a teacher to agree to shave their head or dye their hair if the student body collects X amount of donations in a jar.
  - Pie teachers in the face, have water balloon fights, or other similar events where students have to pay per pie or balloon.
Wish Week Sample: Adopt-A-Wish Scale
Goal: $5000+

Monday
- In an ideal world: Have a kick-off assembly with your whole school and invite a Make-A-Wish speaker to share the impact of a wish with your audience. Then host a Miracle Minute and have students rush down from the bleachers and donate for just one minute.
- Day one of the star sales campaign: have students write their wish on a blue star for $1 and hang it in a common area on campus. Have stars decorating your iconic tree on campus, in your gymnasium, on a huge thermometer poster, or try and spell out something. Think of creative ways to showcase your donors and encourage others to join.
- Wish Balloons: Secure a helium tank and some blue balloons. Have students donate $3 for a balloon and they can write their wish on a piece of paper and slip it inside the balloon or they can carefully write their wish on the surface with a permanent marker.

Tuesday
- Treat Tuesday: Sell frozen ice pops on campus during lunch and after school, or work with Krispy Kreme donuts or your local donut/bagel shop to donate/discount treats for your club to sell in the morning.
  - Start a Candy Gram Service: $1 for normal candy and a note, $2 for delivery to their homerooms.
  - Bake Sales or purchase food that doesn’t need refrigeration so you can sell them for the next few days
- Star Sales continue

Wednesday: World Wish Day- Wear Blue and White!
- Star Sales continue
- Night out: add a restaurant fundraiser night to collect donations off campus. Don’t forget to post the flier all over social media as well and share the event with local elementary and middle schools. See if other service clubs on your campus will give their members credit when they attend your dining night.

Thursday
- Sports Tournament Finals
  - Have a sports tournament start a few weeks before Wish Week and hold the finals during Wish Week. Have teams pay for admission into the tournament, make a bracket, and secure the space and supervision you need to make it happen.
  - Think more outside of the box and create more of an “Amazing Race” or scavenger hunt format as opposed to sports oriented, so everyone feels like they can get involved.
• Trivia Night: get teams of four and have a scavenger hunt of challenges throughout your campus. Each team needs to stay roped together the entire time and move as a group as they answer the questions. The teams that has the most correct answers in the shortest amount of time wins!

**Friday**

- The Big Show or Big Game
  - Big Show: Have a lip synch contest, talent show, improv night, karaoke, male/female beauty pageants, concert, or auctions (with items or with teachers & students donating their time). Charge for admission into your event and donate the proceeds. Definitely don’t forget to invite the parents!
  - The Big Game: plan your week around a big football, basketball game or another major sports event. Have the announcer make Make-A-Wish announcements and let the crowd know how close you are to meeting that goal. Grant a wish in one night and it’ll be very memorable – especially if your school wins.
    - Get the team to wear blue wristbands or stickers to support your cause.
  - Have Make-A-Wish Club members and other service club volunteers to walk around and collect donations from the audience in buckets or sell stars.
- Best of the Best: add a twist to your finale with an Interschool competition
  - Each school is assigned a color and encourage your audience to wear their school’s color.
  - Each school also is in charge of collecting ticket sales from their respective students that attend.
  - Charge for admission and make sure that it’s an audience vote to encourage as many people to go as possible!
- If your school allows, get a food truck to come to your event and donate a portion of the proceeds. Kona Ice, The Grilled Cheese Truck, and Dogzilla have done charitable nights in the past.
Promoting Your Wish Week

Social Media
- **Facebook:**
  - Create a Facebook event and have all your club members invite everyone at their school that they know.
  - Have all your club members change their profile picture and cover photo to promote Wish Week.
  - Have everyone post the same status at the same time, and then go and “like” each other’s status so your wish week is all over everyone’s Facebook Wall.
- **Hashtags**
  - Create a hashtag and encourage other people to use it by doing a random drawing of who uses it for a prize. Students can use these hashtags to show they’re wearing blue, or set up a photo location on campus, etc. The things people will do for a $10 giftcard…
  - Use hashtags as a way to tally votes for a competition, etc. Sites like https://tagboard.com/ can help you see all the hashtag uses at one spot.
  - Hold a best photo contest, especially on wear blue day.
- **Viral Videos**
  - Some schools are experts in filming and editing videos, so use that to enhance your campaign! (Make sure you get the script and/or final cut approved by your Make-A-Wish Coordinator)
  - Have everyone post it on their social media pages to get the word out.
  - Try and keep them short and sweet.

School Resources
- Post fliers of wish stories sporadically throughout campus, particularly the stories of the wishes your school adopted (Talk to your Coordinator)
- Make announcements at the beginning of your class (with teacher permission of course)
- Utilize your student news/TV program to explain to the student body what’s happening during Wish Week
- Wear your Make-A-Wish T-shirts to school as often as you can
- Get your event on your school’s website and calendar.
- Posters & Flyers
  - Use teaser posters as well as reminder posters to keep Make-A-Wish on the students and parents brains
  - Make a big flier for each classroom door highlighting each day of the week.
- Get Athletics involved
  - Sport announcers: write up a little blurb about your Wish Week to give to announcers at sports games so students know what’s coming up.
  - Have each team wear a blue sweatband or ribbon at their games.