Dear Students, Teachers and Parents,

Welcome to Make-A-Wish® Orange County and the Inland Empire! Whether you are new to Make-A-Wish or have been involved for years, I’m excited to share with you some information about our High School Kids For Wish Kids® program – a unique opportunity for high school students who want to help make wishes come true for children facing life-threatening medical conditions. The program fosters community compassion and goodwill, but most importantly, students learn how they can make a difference for kids and their families.

The high school program offers students real-world experience in community relations, public speaking, marketing, accounting, and teamwork. Students in Make-A-Wish clubs are responsible for building their team, coming up with fundraising and promotion ideas, and carrying them out.

This packet is designed to make establishing a club and planning fundraisers easy and fun. Check out the information on the next pages, and don't hesitate to contact us with any questions.

We are so happy to have you join us this year and help share the power of a wish®!

Best Regards,

Dustin Porras
Campaign Coordinator
dporras@wishocie.org
714-573-9474 x 229

Jacob W., 16
“I wish to go to the Gibson Guitar Factory”
Adopted by Marina High School
Your Make-A-Wish® Support Crew

Dustin Porras
Your Make-A-Wish Coordinator
714-573-9474 x 229
dporras@wishocie.org

Your fundraising resource website: www.ocie.wish.org/clubresources

Office Locations

Irvine
3230 El Camino Real,
Suite 100
Irvine, CA 92602
714-573-WISH (9474)

Riverside
1650 Spruce St,
Suite 100
Riverside, CA 92507
951-321-0179

Genesse C., 5
“I wish to go to the Disneyland® Resort”
Adopted by El Dorado High School
Make-A-Wish® overview

Our Mission:
We grant the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy.

Our Vision:
Our chapter’s vision is to grant the wish of each eligible child in our region who has reached the age of 2½ years and is under age 18 and who has a life-threatening medical condition, i.e. a progressive, degenerative or malignant medical condition that has placed the child’s life in jeopardy. Through their wish experience, we want the children and families to find the hope they need to transform life-threatening illnesses into life-affirming triumphs.

Our Values:
Integrity ♦ Child Focus ♦ Excellence ♦ Community ♦ Inspiration

Wishes and Wish Process:
Most wishes fall under one of four categories:

I wish …
• to go … (travel wishes)
• to have … (tangible wishes)
• to meet … (celebrity wishes)
• to be … (occupational wishes)

There is a lot of work that goes into discovering a child’s one true wish and planning that wish experience. A wish is meant not only to be a wonderful experience for the child but to create memories that last a lifetime for the whole family. Please visit our local website at ocie.wish.org to read wish stories and see videos from local children.
Make-A-Wish FAQs

Q: How did Make-A-Wish® begin?
A: In 1980, Chris Greicius was a 7-year-old boy being treated for leukemia. Whenever he saw a police officer, he saw everything he wanted to be. Law enforcement officers heard about Chris’ wish to be a police officer and responded to the call. A police helicopter flew him to headquarters for a tour, a ride in a patrol car and a ceremony making him the first-ever honorary state patrolman in Arizona history. They also presented him a custom-tailored uniform, motorcycle helmet, campaign hat and the motorcycle wings he earned on his own battery-powered bike. Many of those responsible for fulfilling Chris’ wish wanted to do the same for other children with life-threatening medical conditions and founded Make-A-Wish in November 1980.

Q: How many wishes have been granted?
A: Make-A-Wish America has granted more than 270,000 wishes and currently grants a wish every 35 minutes. Locally, our chapter has granted more than 5,300 wishes in our community.

Q: Who is eligible for a wish?
A: We grant the wishes of medically eligible children who: have been diagnosed with a progressive, degenerative or malignant medical condition that has placed the child’s life in jeopardy; are older than 2½ and younger than 18 (at the time of referral); and have not received a wish from another wish-granting organization. The child’s physician determines whether a child is medically eligible.

Q: Is the family included in the wish?
A: Yes! Wishes are designed to include the immediate family.

Q: How do you refer a child?
A: A parent, legal guardian, medical professional or the child himself/herself can make a referral by calling us at 714-573-WISH (9474) or visiting ocie.wish.org

Q: Does the family pay for the wish?
A: All wish expenses are covered fully by Make-A-Wish including travel and spending money. Our goal is to provide the child and family with special memories that are not clouded with worries of expenses.

Q: How much does granting a wish cost?
A: The average cash cost of granting a wish in our territory ranges from $5,000 to $7,000, plus an additional in-kind products and/or services donation of more than $2,000. Since each wish is as unique as the child making it, specific wish costs vary.

Q: What are Make-A-Wish’s sources of funding?
A: Make-A-Wish finances its work through the generous contributions of individuals, corporate sponsorships, planned gifts and grants. In-kind donations of goods and services such as frequent flyer miles and hotel loyalty points also help finance wishes. Make-A-Wish does not raise funds through door-to-door or telephone solicitation or receive funding from federal, state or local government programs.

Q: Is my contribution tax-deductible?
A: Yes. Make-A-Wish is a 501(c)(3) tax-exempt organization. As such, financial contributions may be deductible for federal income tax purposes. Please consult with your financial adviser to determine the extent of tax deductibility. Since fiscal year 2003, Make-A-Wish financial statements are audited by KPMG, LLP.
Getting Started!

We’re excited to start working with you! Complete these steps BEFORE you announce your club and start planning activities this year.

* Returning clubs must complete the steps marked with an asterisk! *

1) Get approval from your ASB/Activities Director:
   Make an appointment at your ASB office and bring Form A. Your ASB Director will be able to let you know your school’s policies on non-academic clubs. Have your ASB representative sign Form A.

2) Secure a Faculty Adviser:
   Once you receive approval from ASB, find a teacher or faculty member to serve as your adviser and help guide your club. Bring this person a copy of this packet and Form A to sign – turn the form in to your Make-A-Wish coordinator after it has both signatures.

3) Notify your Principal:
   Once you have your faculty adviser and ASB approval, bring Form B to your principal to let him or her know about your club! This is a great way to get support for the future.

* 4) Contact your Make-A-Wish coordinator to make your club official this year!
   Complete Form C and send it to your Make-A-Wish coordinator. This is the only way we’ll know of your club’s involvement this year, so please don’t skip this important step! Send your coordinator the contact info for all of your officers once they’re elected (Form D).

* 5) Become a fan of Make-A-Wish Kids For Wish Kids OCIE on Facebook!
   We’ll give shout-outs to schools, post fundraising tips and share your successes all year. This is also a way to get in touch with your coordinator outside of office hours- just write us a message on the page.

* 6) Bookmark your fundraising support page:
   Visit www.ocie.wish.org/ClubResources for easy-to-use templates, fundraising tips and other resources.

You can submit all forms by email, fax, mail or in person. Just make sure you verify they were received.

* As-Needed Forms: Use Form H to submit funds to Make-A-Wish. Use Form J to order Make-A-Wish products such as star magnets and T-shirts. Don’t forget to have your secretary submit your Monthly Check-In forms and/or meeting minutes.
First Board Meeting (NEW CLUB)

Your Board members will be the ones leading your club this year, so it’s important to choose students who are passionate and excited. Before your first club meeting:

1) **Elect Board Members:** (descriptions are in your club samples)

Choose your officers and submit your roster (Form D) to your Make-A-Wish coordinator once these roles are filled. Make sure you fill in all of the blanks on Form D! If you want to open some officer positions up to the entire club, you can elect key officers such as president and vice president, and leave the rest open for applicants or votes once you start club meetings. Use the sample officer application or election ballots to make your decisions!

2) **Create your Club Constitution:** (sample included)

This constitution lays out important info that all club members will need to know about dues, requirements, meeting times and goals for the year.

- **Meeting times:** Talk to your adviser to find out when you can host meetings on campus. Most clubs meet at least twice a month. Consider having separate meetings with just your board of officers to prepare for general meetings, too!
- **Dues:** A one-time fee paid by each member at the beginning of the year of about $10 can cover the expenses of occasional ice cream socials or treats for meetings, plus a Make-A-Wish T-shirt. Using club dues for these expenses also ensures that donations made to your club are given to help wish kids, as they were intended!

3) **Plan Club Rush!**

Check with ASB on the rules and procedures.

- **Who’s at the table?** Make sure they’re wearing Make-A-Wish T-shirts and have enthusiasm!
- **Table decorations:** Use your Make-A-Wish table banner. You can get a fun blue tablecloth or other decor at a local party store. Get creative and hand out goodies such as balloons, lollipops, or otter pops.
- **Information about your club:** Customize the template fliers or tri-fold brochure on www.ocie.wish.org/ClubResources and in your packet.
- **Sign-ups:** Collect contact info from students who want to join. Have your board members stand in different areas of the school and collect interested students’ contact info on a clipboard to cover more ground. Also, encourage students to enter an opportunity drawing for a prize in exchange for their e-mail address. That way you can promote upcoming meetings and events to them.

4) **Choose your first fundraiser to introduce at your first club meeting.**

Plan to make this one easy and fun! It should happen within the first month of school to raise awareness for the club on campus and engage club members right away! See examples on the Fundraising Guide Calendar on page 13.

5) **Save the date: World Wish Day - April 29th.** Don’t forget to have your whole school involved with this Make-A-Wish spirit day or make an entire week of it!
First Board Meeting (Returning Club)

You should have elected your board members at the end of last year and sent your new contact sheet to your Make-A-Wish Coordinator. (If you still have some positions to fill, see the previous page and submit the additions to your coordinator when you’re done!)

1) Review your Club Constitution (sample included)
Make any updates you feel necessary based on last year. Feel free to contact your Make-A-Wish coordinator if you need any help!

2) Plan Club Rush!
Check with ASB on the rules and procedures.
   - **Who’s at the table?** Make sure they’re wearing Make-A-Wish T-shirts and have enthusiasm!
   - **Table decorations:** Use your Make-A-Wish table banner. You can get a fun blue tablecloth or other decor at a local party store. Get creative and hand out goodies such as balloons, lollipops, or otter pops.
   - **Information about your club:** Customize the template fliers or tri-fold brochure on www.ocie.wish.org/ClubResources and in your packet.
   - **Sign-ups:** Collect contact info from students who want to join. Have your board members stand in different areas of the school and collect interested students' contact info on a clipboard to cover more ground. Also, encourage students to enter an opportunity drawing for a prize in exchange for their e-mail address. That way you can promote upcoming meetings and events to them.

3) Choose one or two early-season fundraisers to introduce at your first club meeting. Plan to make them easy and fun! At least one should happen within the first month of school to raise awareness for the club on campus and engage club members right away. Then, when the bigger events follow, you will already have more support (and possibly more club members)! See examples on the Fundraising Guide Calendar on page 13.

4) Start planning your big annual fundraising event. Think ahead to when your event will be and where it will be held and start reserving the big day on your school calendar. Whether it’s a tournament, class competition, pageant, or faculty event, all of your school can get involved.

5) Save the date: World Wish Day - April 29th. Don’t forget to have your whole school involved with this Make-A-Wish spirit day or make an entire week of it!
First Club Meeting

Get everyone pumped up about the upcoming year! You know your club is going to be awesome – so tell them what amazing things you have planned!

1) Introduce Make-A-Wish to new club members
There are tons of interactive ways to do this. Some successful options include:
   - Have a Make-A-Wish speaker come to the first meeting to talk about the Make-A-Wish mission, motivate them to get active, and share their own touching experiences. Please send speaker requests to your Make-A-Wish Coordinator at least two weeks in advance.
   - Show a video! There are wonderful videos of local wishes coming true that get right to the heart of a wish experience. Find these videos at YouTube.com/makeawishocie or at the Resource Page.
   - Use the sample Make-A-Wish speech outline provided in your packet!
   - Use the PowerPoint presentation at the Resource Page.

2) Review your club’s purpose, goals and any member requirements with your new (and returning) club members. Get them excited about this year!

3) Introduce your board members and adviser, and explain their roles.

4) Collect a contact sheet from each new member with their name, grade, email address, phone number, and what they’re interested in doing as part of the club. Find a sample contact sheet on ocie.wish.org/ClubResources or in your club packet.

5) Briefly announce your first fundraiser plans. (See notes under “First Board Meeting”)

6) Explain when/where/how often the club meets.

*Consider creating a group on a social media site to send over quick, non-urgent updates, share photos and videos, take surveys, and share documents. The earlier the better!
General Club Meeting

As important as the first club meeting is, keeping your members well-informed and engaged in the club throughout the year is crucial to your success!

1) **Start with something fun.** You can do a small icebreaker, game, show a video clip of a wish story, share a story from ocie.wish.org or have a speaker come in.

2) **Pass around a sign-in sheet.** Check your school’s policy on keeping record of your club meetings. This is also helpful for your records and should be added to the Secretary’s notebook.

3) **Review old business.** Briefly go over recent fundraisers/events (how many members attended, how much was raised, successes, what could be improved, etc.) *Remember to thank your club members!* Also remember to inform them of any general club news or announcements (T-shirt orders, etc)

4) **Introduce new business.** Get your club members pumped up about upcoming events and fundraisers. Make sure to inform them of the What, Where, and When. Be open to receiving input from them on possible ways to make the event more successful. Include ways for them to get involved in helping out!
   This can include:
   - Setting up or attending an event
   - Donations (not limited to monetary)
   - Utilizing connections within the school/community. Got connections?

5) **Include the date and time for the next meeting.**

6) **After the meeting:** Make sure you send in your monthly check-in forms to your Make-A-Wish Coordinator at the end of each month.

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Eileen O., age 16

“I wish to go to the Walt Disney World® Resort”

Adopted by the Academy for Academic Excellence
Working With Your Chapter

Your Make-A-Wish Coordinator wants to help you be as successful as you can be. Please be sure to keep him/her informed of your activities so we can support you!

1) Set a Fundraising Goal for the Year
Let us know what you hope to achieve and we’ll try to get you there.

- Funds Left Over From Last Year: $________
- Current Progress Towards a Wish: $________
- Overall Fundraising Goal for the School Year: $________

2) Tell your coordinator when/ where/ how often you meet

3) Let us know who you’re working with. We might have a pre-existing relationship with that company or group that can benefit your club.

4) Involve Make-A-Wish in your meetings with volunteer speakers or conference calls with your coordinator to help with the planning process or to answer questions about Make-A-Wish.

5) Check-In with Make-A-Wish Monthly. (See notes under “First Board Meeting”) Submit either a Monthly Check-In Form or your meeting minutes regularly to your coordinator so we can update social media as well as our newsletters. The more you tell us, the more we can help you out!

6) Share Your Events. Do you have an event open to the public that you want to tell people about? Did you have a successful event that you think other schools would like to host on their campus? Tell us about it so we can share it in our monthly newsletter.

*Add your coordinator to your social media/ group pages if possible.
Adopt-A-Wish Program

Make it matter!
Each time your club reaches the fundraising milestone of $7,500 your school can adopt the wish of a local child. When this happens, we can have a speaker come out to your club and present a wish plaque, which features the story and photo of the wish your club has adopted!

Senior Recognition Program

Each club can customize the requirements to achieve each level. Presidents should work with the faculty advisor to determine the minimum service term length, community service hours, and meeting attendance needed to earn this recognition.

GRADUATION PINS

Graduation pins will be made available to purchase to Make-A-Wish Club members who achieve the following service level:
- **Time of Service**: Minimum 3 semesters as an “active member” (one must be fall semester of senior year)
- **Hours/Activity Requirement**: Held an officer position OR committee head position OR participated in at least 1 project each active semester.
- **Meetings Attendance requirement**: Determined by club

GRADUATION STOLES

Graduation stoles will be made available to purchase to Make-A-Wish Club members who achieve the following service:
- **Time of Service**: Minimum 4 semesters as an “active member”, including both semester of senior year.
- **Hours/Activity Requirement**: 2 events each active semester or 9 cumulative, all past presidents are eligible
- **Meetings Attendance requirement**: Determined by club
Make-A-Wish T-shirts

T-shirts are a great way to show club unity and to promote your club! You can create your own club T-shirt or buy them from the Irvine or Riverside Make-A-Wish office for $8 each.

To purchase shirts from the Make-A-Wish Office: Contact your Make-A-Wish coordinator with your order (use Form J), and make an appointment to come in to the office to pick up your shirts.

If you plan to design your own shirts:
All T-shirt designs must be submitted to your Make-A-Wish Coordinator for approval BEFORE YOU HAVE THEM MADE. They must fall within our branding guidelines.

Some rules for custom T-shirts:
- Don’t modify the Make-A-Wish logo or name in any way
- If you write the Make-A-Wish name, use plain-faced block lettering (not cursive)
- Keep the area around the logo clear
- Don’t pull logos from the Internet – just ask us, and we’ll send them to you!

Thank you for following our T-shirt rules!
Fundraising Ideas Galore!

IMPORTANT: Make-A-Wish does not allow door-to-door fundraising or telephone solicitation. Just about anything else is fair game!

There are many different levels of fundraisers: from giant week-long events on campus to a popcorn booth at a local community event. Work with your club to determine how many fundraisers you want to plan for the year, making sure to blend small and large events. Try to plan at least one event per month to keep everyone active and engaged!

Examples of Small Fundraisers
• Have a bake sale during Club Rush.
• Build a wishing well for a central spot on campus and collect spare change.
• Create a Make-A-Wish paper star wall on campus and have people make a donation to add their name.
• Sell Krispy Kreme donuts and hot chocolate at school football games.
• Sell Make-A-Wish bracelets at lunch.

Examples of Medium Fundraisers
• Have all club members send donation request letters to their family and friends. (Samples included.) This is the #1 fundraiser during the holidays!
• Have a student/teacher sporting event – charge admission and sell snacks.
• Hold a car wash at the school parking lot or a local business. (Get permission first!)
• Ask a local Barnes & Noble if you can set up a gift-wrapping table outside in December.

Examples of Large Fundraisers
• Host a talent show in the gym. Get students and clubs on campus to participate and charge admission to see the show.
• Hold a community yard sale – have all of your club members contribute items.
• Host a fashion show with student designs. Include a silent auction.
• Organize a flash mob! Charge a small fee to participate; take donations the day of.

Check out www.ocie.wish.org/ClubResources and the Fundraising Guide Calendar for more ideas!
**A Guide to the Year!**

Stuck on how to keep your club active through the entire year? Try holding at least one small fundraiser each month to keep all of your club members engaged and to maintain a good variety of events!

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<tr>
<th>September</th>
<th>October</th>
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<td>It’s the beginning of the year! Get the word out about your club while raising funds. Display paper wish stars at a focal point on campus to spread the word. Have people make a donation to add their name to the wall. Sell Make-A-Wish bracelets in conjunction and get everybody pumped up about the club!</td>
<td>Have a Halloween or Fall Fun party – use your school’s gym or have it at someone’s house. Charge a few dollars for people to enter a costume contest or pumpkin-carving contest. Create a haunted house and charge a few dollars to go through.</td>
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<th>November</th>
<th>December</th>
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<td>Send out Family and Friends letters – have each of your club members mail a personal letter to grandparents, aunts and uncles, and family friends. <strong>ONLINE VERSION:</strong> Use your club’s online fundraising page and send emails out to friends and family. Watch your fundraising thermometer grow!</td>
<td>Contact a local book store to set up a gift-wrapping table for the holidays. Wrap gifts for shoppers in exchange for a donation.</td>
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<th>January</th>
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<td>Set up a sales table at lunch each day for a week, and sell Make-A-Wish calendars for a donation of $10-$20.</td>
<td>Sell Candy-Grams or flowers on campus to be delivered to a special recipient in their classroom for Valentine’s Day.</td>
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<th>March</th>
<th>April</th>
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<td>Think GREEN! Sell green items for those who forgot to wear green on the 17th. Or if your school does not already have them, set up recycling bins to collect cans and bottles and redeem them at the end of the month. Being green in a literal or figurative way!</td>
<td>Wish Week! Make A Wishing Well and have a coin drive! Create a Make-A-Wish well out of cardboard boxes, tin foil and paint. Keep it at a focal point on campus during lunch and at school assemblies. Collect the coins at the end of each day, and announce the grand total after a week of raising funds!</td>
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<th>May</th>
<th>June</th>
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<td>As the weather warms up, host a car wash on campus or get permission to use the parking lot of a local shopping center. Sell baked goods or beverages, and have club members hold Car Wash signs up at a nearby intersection to attract drivers.</td>
<td>Sell Hawaiian leis, balloons, candy or drinks for graduation! Check with your school to find out if other clubs will be selling items. See if you can get any items donated by local stores to make a bigger profit!</td>
</tr>
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How to plan a fundraiser

When your club has an idea for a fundraiser, follow these steps to help it succeed!

Step 1: Contact Make-A-Wish
- Let us know what you’re planning so we can help answer questions and promote!

Step 2: Plan the schedule and location
- Is it an event on a particular date, or an ongoing project? (EX: week of bracelet sales)
- Event agenda/timeline – Choose a day or timeframe to get the ball rolling
- Venue requirements – What kind of venue do you need for this particular event, if any? *Tip: large events are most successful when held at your school gym, not in a large community venue, because those types of venues tend to be very expensive!*

Step 3: Things to consider/plan
- Materials and decorations needed –What can you get donated? Anything need to be rented?
- Have a Make-A-Wish speaker attend – especially for larger events with an audience! Send a request to your Make-A-Wish Coordinator **at least two weeks in advance.**
- Business sponsors – What small businesses in your area might want donate to your event in exchange for publicity? (EX: Make-A-Wish Fashion Show at XYZ High School, sponsored by Tasha’s Fashion Store!) There are sample sponsorship letters on [www.ocie.wish.org/ClubResources](http://www.ocie.wish.org/ClubResources) and in your packet. *Tip: you are WAY more likely to get a sponsor that is a local business than a large store or franchise. Ask your club members if they have any family members who own a business and would be willing to help!*
- Get your publicity going (Work with your club’s Publicity Chair, and submit ALL materials to your Make-A-Wish Coordinator for approval BEFORE PRINTING)

Step 4: At the event
- Bring change for purchases or donations!
- Include a presentation about Make-A-Wish. (You can use the sample Make-A-Wish speech in your packet, or have a Make-A-Wish speaker come.)
- Keep careful track of the money that comes in

Step 5: After Each Event
- Recognize participants, sponsors and club members with THANKS for their help
- Submit the funds to Make-A-Wish with Form H
- Contact your Make-A-Wish Coordinator to discuss how it went.
Make-A-Wish Events
Sometimes, our Make-A-Wish office has events of its own or with a local business, and we welcome our high school clubs to help us out at these events! Some examples include working holiday gift-wrapping tables, running game booths at local events, and more. **Watch for these opportunities in your monthly newsletter!**

**Walk For Wishes®** is the biggest gathering of Make-A-Wish clubs and an annual volunteer opportunity. Be sure to save the date and enter to compete in the Most Spirited Club competition. We’ll see you in April!

Publicity
It’s impossible to pull off a successful event without a great publicity plan! Here are some great publicity tools:

**What if I’m planning a fundraiser on campus?**
- Fliers & Posters on campus (with permission)
- Use the templates on www.ocie.wish.org/ClubResources!
- School newsletters and a story or ad in the school newspaper
- A mention in the school’s morning announcements
- Social media promotions to friends and other students

**What if I’m planning a fundraiser in the community?**
- Fliers & Posters in the community (with permission)
- Use the templates on www.ocie.wish.org/ClubResources!
- Social media promotions to friends and family
- Help from your Make-A-Wish coordinator! Contact us for posts on the Kids For Wish Kids and Make-A-Wish OCIE Facebook pages, a post on the “Upcoming Events” section of our website, or help pitching the event to local press! (A Media Request Form is on www.ocie.wish.org/ClubResources and in your club samples. Send this to your coordinator for help with local press coverage.)

**IMPORTANT:** Send ALL promotional materials to your coordinator for approval **BEFORE PRINTING!** Send links to social media pages and accounts as well.
Get Creative!

A CREATIVE publicity plan will attract the most attention! Try thinking outside the box as you promote your events and club on campus. This can also be useful if your school has rules against posting fliers on school property.

Decorate your cars
Promote your next event with washable car markers. Spend a club meeting out in the parking lot as club members decorate their own cars with the event's name and date to create a visual around campus and get people talking!

Give away goodies
Use free giveaways such as lollipops or Otter Pops to spark interest while handing out info on campus or in the community.

Publicize on teachers' whiteboards
Ask permission to promote your upcoming event in classrooms all over school by writing the details on teachers' whiteboards.

Promote on T-shirts
Make bright, flashy shirts that promote your upcoming event and have club members all wear them on the same day! What a great way to create some buzz about your club! Have club members make their own shirts with fabric paint to save money!
Make-A-Wish Publicity Rules

1) **Use of the logo and brand name**

Please use care with the Make-A-Wish® name and logo in all materials so that we can maintain a strong brand. Send all promotional materials to your Make-A-Wish contact for approval before printing.

Please note that “Make-A-Wish” is spelled with a capital “A” and with hyphens (not “Make a Wish”). It should be used as an ADJECTIVE or a NOUN, not a verb:

Incorrect: Come help make a wish come true. (used as a verb)
Incorrect: Thank you for supporting Make a Wish. (no hyphens)
Correct: Thank you for supporting Make-A-Wish. (used as a noun)
Correct: Thank you for supporting the Make-A-Wish mission. (used as an adj.)

Please do not alter our logo or name by customizing it to your specific event. For example, don’t change it to “Bake-A-Wish” if you’re having a bake sale. In addition, don’t pull logos from the Internet – just ask your Make-A-Wish contact to send them to you.

Keep the area around the Make-A-Wish logo clear of all type, photos, illustrations, or other graphic elements. These elements should not be placed closer to the logotype than the clear space area shown here. The logotype should always appear on a clear and uncluttered layout. It may not be placed on a patterned or complex background.

Please avoid use of our national logo. Use our chapter-specific logo.

2) **Our mission is to grant the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy.**

Never use words such as “terminally ill” or “dying,” as these labels can instill a sense of defeat and can be counterproductive as our wish kids fight to overcome their conditions. Many of these children are able to beat their illnesses, and it is important to keep a positive mindset! This is the most common misconception about Make-A-Wish, so when you are representing us in the community, please help us correct it.
3) **Language to use when you’re collecting donations:**

The Better Business Bureau has guidelines for how to state a fundraiser is benefiting Make-A-Wish. *WHY??* So that when people make donations, they know exactly where their donations are going! Please follow these rules:

<table>
<thead>
<tr>
<th>How much is being donated?</th>
<th>Here’s how to say it:</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALL of the money collected at the event is going DIRECTLY to Make-A-Wish</td>
<td>“All of the proceeds benefit Make-A-Wish Orange County and the Inland Empire”</td>
</tr>
<tr>
<td>All of the money minus the cost to hold the event is going DIRECTLY to Make-A-Wish</td>
<td>“Net proceeds to benefit Make-A-Wish Orange County and the Inland Empire”</td>
</tr>
<tr>
<td>If a specific dollar amount on the purchase of a product is going to Make-A-Wish, you must state the dollar amount.</td>
<td>“For every necklace sold, $3 will go to Make-A-Wish Orange County and the Inland Empire”</td>
</tr>
<tr>
<td>If a percentage of the proceeds are going to Make-A-Wish, you must state the percentage.</td>
<td>“25% of proceeds to benefit Make-A-Wish Orange County and the Inland Empire”</td>
</tr>
<tr>
<td>If the money will go to a club account and part of it will be used for club expenses or taken by your school, PLEASE make this clear to your donors. They deserve to know if part of their donation will be used for club expenses and not given directly to Make-A-Wish.</td>
<td>“Proceeds help support the Make-A-Wish Club of XYZ High School”</td>
</tr>
</tbody>
</table>
Online Club Resource Page

Find all of these tools and resources online and in your club kickoff packet!

**Forms & Getting Organized**

**New Clubs**
- Letter for ASB and Adviser (*Form A*)
- Letter for Principal (*Form B*)
- New Club Announcement (*Form C - New Club*)
- New Club Board Member Roster (*Form D*)

**Returning Clubs**
- Returning Club Announcement and Roster (*Form C - Returning Club*)

**Everyone**
- Donation Submission (*Form H*)
- Product Orders (*Form J*)
- Publicity Request Form
- Monthly Check-In Form

**Getting Organized**
- Sample Officer Descriptions
- Sample Officer Application or Voting Ballots
- Sample Club Constitution
- Club Member Contact Sheet for the first club meeting

**Fundraising Tools:**
- A link to the club fundraising website

**Donation Request Letters:**
- Friends and family letter for anytime or for the holidays
- Request letter for donation of items
- Request letter for donated event venue space
- Request letter for small business sponsorships
- Sample calendar pre-order form

**Publicity:**

**Telling the world about Make-A-Wish**
- Sample Make-A-Wish Speech
- Intro to Make-A-Wish PowerPoint
- Local wish stories

**Promoting your club and events**
- Make-A-Wish General Info trifold
- Customizable Club Brochure and flyers
- Publicity Request Form
- A link to the Make-A-Wish High School Facebook Page
- A link to Make-A-Wish videos