

KIDS FOR WISH KIDS®

PROGRAM TOOLKIT

Jace, 3
leukemia

I wish to have
an outdoor playset

MAKE-A-WISH.

KIDS FOR

WISH
KIDS®

Welcome

Dear Friend of Make-A-Wish®,

Thank you for your interest in Kids For Wish Kids®! We are so glad you have requested more information on how you can fundraise to help kids with life-threatening medical conditions. Kids For Wish Kids is a custom-tailored fundraising program that provides local schools and youth organizations the opportunity to engage in philanthropy and service activities to help grant the wishes of children in local communities.

Kids can make a difference. From car washes, school dances, bake sales and penny wars, Kids For Wish Kids events add up to help make wishes a reality. But Kids For Wish Kids does much more than grant wishes. Classmates and peers walk away having learned the importance of community involvement and philanthropy, leadership skills and how to work with others toward a common goal. All of this while having fun!

This packet is designed to make establishing fundraisers both easy and fun. Please don't hesitate to call me with any questions.

I hope to hear from you soon. Together, we can share the power of a wish®.

Sincerely,



Diana Maynard
Make-A-Wish® Connecticut



PROGRAM OVERVIEW

Elijah, 3
neuroblastoma

I wish to go
out on the range



Who?

The simple answer is: kids (although parents and teachers often help a little). The Kids For Wish Kids® program allows kids K-12 to help grant the wishes of kids with life-threatening medical conditions. Kids are responsible for the program; from brainstorming fundraising ideas, to developing a plan of action and then seeing their ideas come to life. Teachers and parents often serve as advisors, but ownership of the project belongs solely to the kids involved.

What?

The Kids For Wish Kids program engages kids of all ages, students, youth groups, clubs and organizations in the Make-A-Wish mission. The program provides ideas for kids and teens to raise funds to help grant the wishes of children with life-threatening medical conditions in their community. Kids and teens create ideas for fundraisers and then organize and manage their fundraisers from start to finish. Opportunities to fundraise for the Kids For Wish Kids program are endless!

Where?

Make-A-Wish® Connecticut is currently supported by many Kids For Wish Kids fundraiser across the state. Last year, Kids For Wish Kids in Connecticut raised over \$_____!

When?

Anytime! The options for when to hold a Kids For Wish Kids fundraiser are as endless as the school days. Often the “when” is answered by the “what.” Start by determining the right fundraising event and then determine when it is best held.

Why?

The Kids For Wish Kids program enables youth to help make wishes come true for kids with life-threatening medical conditions. In addition to granting wishes, kids can expect to walk away with a better understanding of the value of community service, volunteerism, leadership skills, money management, school spirit, teamwork and entrepreneurship.

How?

Kids and teens of all ages create ideas for fundraisers and then organize and manage their fundraisers from start to finish. Read this toolkit for step-by-step instructions on how to be successful within your Kids For Wish Kids fundraiser.

CHECKLIST

STEPS TO SUCCESS

- Read the Toolkit** – Before committing to a Kids For Wish Kids event, take a moment to read through all of these materials. They have been designed to provide an overview of the information needed to be successful and give an idea of what to expect from the program.
- Submit the Fundraising Form** – Forms can be mailed to Make-A-Connecticut at 126 Monroe Tpke, Trumbull, CT 06611 or emailed to diana@ct.wish.org. In return, a Make-A-Wish staff member will send the organizer program supplemental materials and reach out via telephone to answer any questions.
- Choose an Activity** – Review the attached list of fundraising ideas to consider. Choose from the list or come up with a new creative concept.
- Create a Budget** – See the enclosed budget form for guidance.
- Plan the Activity** – Create a detailed “to do” list. Recruit people to help and distribute important tasks. Consider these questions to help think through the details of the fundraiser:
 - What resources and facilities will you need for your fundraiser?
 - What might you be able to get donated?
 - How many volunteers and adults will you need to run your fundraiser effectively?
 - What opportunities are available to promote your fundraiser within your school, group, and/or community?
 - What assistance will you need from Make-A-Wish?
 - Where and when will your fundraiser take place?
- Promote the Activity** – Balance time between planning logistics and spreading the word. Create fliers and other promotional materials. Promote the event throughout the school and/or community. Remember - a personal ask is always most effective, so ask friends and family to get involved and ask them to ask their friends and family to participate.
- Utilize social media to get the word out.**
- Host an Amazing Activity** – The hard work has paid off and event day is here. Enjoy!

These tips will help ensure things run smoothly:

 - For large activities, utilize volunteers to spread the workload.
 - Photograph the festivities. Photos may come in handy when planning or promoting next year’s event.
 - Say thank you often! Thank your volunteers, donors, and any parents who are involved.
- Post-Event Wrap Up** – Congratulations! Well done! Thank you! Just a few more things to do...
 - Complete the post-event submission form and return it to the Make-A-Wish office, with all funds collected, within 30 days of the completion of your event.
 - Publicize fundraising results in your school newspaper, community newspaper, on social media sites, etc.
 - Send thank you notes to donors and volunteers.

BUDGET FORM

Fundraising Goal: _____

Budget Prepared by: _____

HOW MUCH DO YOU PLAN TO RAISE?

Fundraising Sources	Estimated \$ Raised
Ex: Sponsorship	\$500
Ex: Donations from parents	\$1,000
	\$
	\$
	\$
Total You Plan to Raise	

HOW MUCH WILL YOUR ACTIVITY COST?

Expense Categories	Estimated Cost
Decorations	\$
Entertainment	\$
Supplies	
Printing	
Advertising	
Postage	
Total Expenses	

WHAT WERE THE RESULTS?

Total Raised	\$
Total Expenses	\$
Net Raised (Total Raised minus Total Expenses)	\$
Total Donations to Make-A-Wish®	