



Dear Student, Parent, Faculty,

Welcome to Make-A-Wish® Greater Los Angeles! Whether you are new to Make-A-Wish or have been involved for years, I'm excited to share with you some information about forming a Make-A-Wish Club through our *Kids For Wish Kids*® program – a unique opportunity for 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 Make-A-Wish Club 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,

A handwritten signature in black ink that reads "Taylor Kalman".

Taylor Kalman  
Kids for Wish Kids Coordinator  
[tkalman@la.wish.org](mailto:tkalman@la.wish.org)  
310-788-9474 x105





## Procedure for Setting Up A Make-A-Wish Club

1. Select a few interested friends. You will need a board of officers to run the club.
2. Set-up an appointment with your school's activities director. You need to find out the school's/district's policy on outside clubs (ex. can you conduct fundraisers on campus).
3. All clubs must have a faculty advisor. You will need to find one to support you.
4. You might need to develop a "Club Constitution" to submit to your school's ASB and activities director for club approval.
5. Plan your strategy for a membership drive.
6. Establish if, and how much your club will charge for dues.
7. Ask the administrative office how you will handle the deposit of funds raised and how you go about getting checks issued for expenses and school year-end disbursement to Make-A-Wish Greater Los Angeles.
8. Complete the Make-A-Wish Club form entirely, and send back to:

Make-A-Wish Greater Los Angeles  
1875 Century Park East, Suite 950  
Los Angeles, CA 90067  
Attn: Kids For Wish Kids

Or you can email it to: [tkalman@la.wish.org](mailto:tkalman@la.wish.org). Someone from our office will follow up with you to confirm receipt of your club form and work with you on the next steps.



## Make-A-Wish Club Form

Return this form to your Make-A-Wish Representative so you can be included as an official club for the 2014-2015 School Year!

Mail: Make-A-Wish | 1875 Century Park East Ste 950, LA, CA 90067

Email: [tkalman@la.wish.org](mailto:tkalman@la.wish.org) | Fax: 310-785-9474

### School Information

School Name:			
School Mailing Address:			
Club Name:			
Faculty Advisor:		Advisor Position:	
Advisor Phone:		Advisor Email:	
Advisor Signature:			
School Administrator:		Administrator Title:	
Administrator Phone:		Administrator Email:	
Administrator Signature:			

### Primary Student Contact:

Officer Name:		Officer Title:	
Cell Phone:		Home Phone:	
Email:		Birthday:	
Grade Level:			
Home Mailing Address:			
Parent Signature:			

### Secondary Student Contact:

Officer Name:		Officer Title:	
Cell Phone:		Home Phone:	
Email:		Birthday:	
Grade Level:			
Home Mailing Address:			
Parent Signature:			



## Board Member Descriptions

These are minimum suggested board member roles and responsibilities. You are certainly welcome to add more positions as you see fit, and as your club grows each year.

### President

- Be **responsible** and in control of all events – this does not mean that you must run and organize every event but you should know what is going on within your club.
- **Contact** Make-A-Wish Greater Los Angeles (310-788-9474 x105) – you are the main link between your club and Make-A-Wish; therefore you are responsible for keeping Vanessa Petersen updated on the status of the club.
- **Attend** pertinent meetings on your high school campus – it is important to make sure your club has a good working relationship with your school to better enhance your club effectiveness and reputation.
- **Run meetings** – you need to make sure that all meetings are thoroughly planned, organized and publicized.
- **Recognition** – having happy club members is the best way to get and keep their interest and run a successful club, so it is key to make sure that their work doesn't go unnoticed.
- **Train** the president elect – training a president elect the duties and responsibilities of leading a club is one of the most important things you can do to guarantee the continued success of the club for the future.

### Vice-President/President Elect

- Help with setting up and running events – to make sure that you know how to successfully run the club next year, you must know the who, what, when, where, why and how of everything that goes on.
- Help run meetings – knowing all of the steps and things to consider when planning a meeting is key to being able to keep them fun yet productive.
- Step-in if the President is not able to attend a meeting, event, etc.

### Secretary

- Keep an organized notebook – creating an organized notebook that contains contact information for all members and board members, minutes of meetings, sign-in sheets, a log of community services hours, information on organizing and running all events, and any other pertinent information is the major role of your position.
- Keep the minutes of the meetings – keeping accurate records of what occurs at meetings is important for your records as well as the records of your school and Make-A-Wish.
- Summary of all events – tips/advice, location information, contact supervisors, and any other information you feel will be useful to future board members should be compiled into a concise and complete report to use as a reference.



- Write a newsletter to distribute to the members – communication through a newsletter is a great way to keep your members aware of what opportunities are available and to give recognition to those who have helped out at events.

### **Treasurer**

- Handle money – you must be able to be responsible for all money that is handled by the club. This includes donations, reimbursements, deposits, and all money that is received from fundraisers.
- Dues – it is your job to make sure that dues are recorded as well as collected throughout the year. This includes finding out which members have not paid and ensuring that they do if they wish to continue to be an active member and participate in activities.
- Reimbursements – reimbursements should be recorded and received in a timely manner.
- Fundraisers – you must make sure that all money is collected and accounted for during a fundraiser, which means that if you cannot attend a fundraiser, you must appoint a member of the board to be acting treasurer for the day.
- Handle the school account – keeping a friendly relationship with the treasurer in your high school office who handles the school's accounts for all programs is important. Your club needs to be responsible when using the school's account.

### **Historian**

- Take pictures at all events – it is important to take pictures at all events so that you can use them for publicity purposes as well as creating displays and a visual record for your club. We also appreciate seeing what your club is doing and use these pictures in the Kids For Wish Kids® section of the Make-A-Wish newsletter, website and social media pages.
- Create visuals for display – making a display that you can show to potential members, school administration and interested citizens of your community is important so that you can boost your club's reputation and help spread awareness of Make-A-Wish.

### **Publicity**

- Signs, Posters, Flyers – making visually-appealing and catching signs, posters and flyers are very important to create effective communication with your club members and members of your community to ensure the success of your fundraisers and events.
- Announcements – placing announcements that are both informative and interesting over your school's PA system is a great way to let your entire school know about your events.
- Reminders – your members are busy people so sending reminders to them about meetings or events is important to make sure that they know what is going on.



## 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 email your 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 [www.youtube.com/makeawishfoundation](http://www.youtube.com/makeawishfoundation).
- Create your own presentation based on information at the local Make-A-Wish Greater LA website: [www.la.wish.org](http://www.la.wish.org)

**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. Contact your Make-A-Wish Club coordinator for a sample contact sheet. Once completed send a copy to your Make-A-Wish Coordinator for the chapter’s records.

**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 [la.wish.org](http://la.wish.org) or talk with your Make-A-Wish club coordinator about having a speaker come in (requests must be submitted at least 2 weeks in advance).

**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.**



## Fundraising Ideas

**Hold a School Marathon** – Whether it is a jump rope marathon, a dance-a-thon, a walk-a-thon, or a jog-a-thon, the rules are all the same. You will need to reserve your school track, gym or cafeteria and ask a local DJ to donate his/her services. Have students obtain pledges from friends and family members, ask local businesses to make cash donations or donate food/gifts to use as door prizes for the participants. Determine a time frame for the marathon (we suggest 6 hours). The student who raises the most money can win a prize.

**Make-A-Wish Money Week** - On Monday students donate pennies, Tuesday nickels, Wednesday dimes, Thursday quarters, and on Friday students donate \$1. You may want to find a local bank that would be willing to count your change or check with local grocery stores to see if they have an automatic coin counter (Ralphs, Albertsons).

**Sell Wish Stars** – You can make your own MAW Star cutouts or you can order them through your local Make-A-Wish office. Cutouts can be sold to students for \$1 to \$5. Students put their name on the cutout, which can be displayed on a wall in your school to show your support for Make-A-Wish.

**Pie-in-the-Face Contest** - Sell raffle tickets for \$1 to students for a chance to throw a whipped cream pie in the face of their favorite teacher at the next assembly/field day.



**Dress Down Day** - First, get permission from your principal. Next, put flyers in around campus to publicize “dress down day.” For donations of a dollar or more students and teachers can dress down to support MAW. Another idea may be to host a dress down day every Friday for the entire year to raise even more money.

**Make-A-Wish Fun Run** - Students from all over the county can participate. All joggers are asked to make a donation to participate, i.e. \$3 for elementary students, \$4 for middle school students, and \$5 for high school students. You may also want to have food and drinks donated to sell for profit as well as have T-shirts made to sell to participants and parents. The school track may be a good location for the event.

**Talent Show** - Students showcase their talents. The event can be held in the auditorium or cafeteria. Charge admission for the event and the money raised can be donated to MAW.

**Candy Grams** - For \$1, students can send messages and candy to their friends, i.e. lollipops, candy bars, or bags of assorted candies. Try and have the candy donated by local stores in order to cut costs.



**Host a Movie Night** - Rent a current movie and invite students and their families for a fun-filled night. Sell tickets and popcorn. Try to have a door prize donated and call the winning ticket number during intermission.



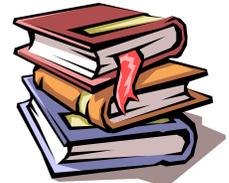
**Penny War** - Each grade level or class competes against others to collect the most pennies. Students are encouraged to put nickels, dimes and quarters in other grades' containers in order to get the corresponding amount of pennies subtracted from the other grades' total amount.

**Bowl-A-Thon** - Collect sponsorships, such as \$0.05 cents a pin or a \$5 flat donation, from friends and family. The class that raises the most money is rewarded. Try and have a local bowling alley donate a few lanes for event.

**Sell T-shirts** - Develop a cool T-shirt and sell to students and parents. For example, create a shirt with a sports theme and sell it at all of the sporting events.

**Student Teacher Sporting Event** - Students and teachers can compete against each other. Raise funds by charging an admission fee as well as selling refreshments. A raffle could also be held during the game.

**Used CD/Book/DVD Sale** – Students bring in used, unwanted items to be sold at school. Organize them by category and price them to go (\$.50-\$1 each), depending on the condition of the items. Your school and local libraries are a great source for donations for this project.



**Bake Sale** – Students bring in baked goods from home. The bake sale can be held in the school cafeteria or at a local shopping center. Be sure to get permission first. Baked goods are usually sold for \$.25 - \$1.00

**Host a Pancake Breakfast** – You can work with a local restaurant or ask a group of parents to help with the cooking. Invite students and residents in the community. Charge a small admission fee or hold a raffle.

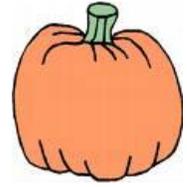
**Hold a Carnival** – Each homeroom devises a game of skill or an activity like hitting golf ball into a cup or face paintings, etc. Students are charged a small fee to participate in the games and activities. Prizes can be donated, purchased, or made for the event.

**Have a half-court shooting contest** – Sell chances to students and parents during the basketball season to shoot a half-court shot for a big prize such as \$500. One local college sold tickets for \$5, and the winner got the chance to shoot a half-court basket for one year's free tuition.



**Plan a Car Wash** – A school or class can work with local gas stations or retailers with big parking lots to plan a “Wash for Wishes” car wash. Ask your local radio station to donate some advertising.

**Hold a Pumpkin Sale** – Try to get the pumpkins donated from a local business and sell them at your school. Make a night out of it and include a pumpkin carving party, a hayride or a costume party. Charge a small admission for the party.



**Spirit Chain** – Students create a paper chain in school colors with links sold for \$1 each. Decorate the hallways, the gym, the library, etc. You may want to have each homeroom or class work on its own chains and compete for the longest chain. At the end of the competition link all of the chains to show the combined school efforts.

**Give a Holiday Donation** – Instead of a gift exchange or buying gifts for your teachers, make donations to Make-A-Wish in their honor.

**Decorate a Tree** – A group or class can sell ornaments or ribbons to decorate a tree. You may want to ask local businesses to purchase or donate items. You may even get your own tree to decorate in your town or at school.

**Host a Party** – Whether it is a roller-skating party, a Halloween party, or a school spirit party, ask students to participate. You can ask your local skating rink to donate their facilities, make the gym into a Haunted House, or have an outdoor “tailgate” party with food, soda, prizes, etc. Try to get the supplies donated. Charge a small fee to participate.

**Coordinate a “Wish Upon a Star” Event** – A committee of students cuts out stars made of construction paper. Students purchase the stars and write their wishes on them. Hang the stars in a hallway of your school.

**Partner with the School Dance** – Work with administration to charge a small admission fee (or a small increase in fee) to attend the school dance. Donate the fee or the fee increase.

**Hold an Auction** – Get one or two (or more) large items donated and have an auction at the school play or concert.



## Planning Your Fundraiser

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

### **Step 1: Contact your Make-A-Wish staff contact**

- Let us know what you're planning so we can help answer questions and promote!
- Ask for a Kids For Wish Kids fundraising toolkit for more specific details and helpful ideas!

### **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?  
*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**. We will do our best to secure someone, but it's not a guarantee.
- 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!)*  
*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 along with the post event fundraiser form (pg. 15)
- Contact your Make-A-Wish Coordinator to discuss how it went.



## Creative Marketing!

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

## Make-A-Wish Name & Logo

Like any other corporation – *Coca-Cola, McDonald’s, Wal-Mart, Target, Ford, etc.* – Make-A-Wish Greater Los Angeles’ name and logo are federally registered trademarks, and Make-A-Wish has rules for the proper usage of its trademarks in marketing and publicity efforts. Make-A-Wish’s **brand** is shaped by our mission statement:

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

Thank you for helping us raise awareness about the important mission of Make-A-Wish by using our trademarks, including our name and logo, in a way that is consistent with our branding standards.

### Trademark Guidelines:

- Please note that “Make-A-Wish” is spelled with a capital “A” and hyphens between the words.

**Correct:** Make-A-Wish

**Incorrect:** Make a Wish

- The logo may not be altered in font, color, configuration or position.
- The superscripted registration ® symbol must appear next to each trademark.
- The name should never be altered for a specific event (i.e. “Bake a Wish”).
- Contact Taylor Kalman at [tkalman@la.wish.org](mailto:tkalman@la.wish.org) to obtain a high resolution copy of the logo. Please don’t copy and paste the logo from the internet.
- **Please avoid use of our national logo. Use our chapter-specific logo.**



### Publicity Guidelines:

Focus on the positive! 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 like “terminally ill” or “dying,” as many, if not most of wish kids, do not have a terminal condition, and these labels can instill a sense of defeat and can be counterproductive as our wish kids continue to fight to overcome their illnesses.





## Make-A-Wish Publicity Rules cont.

### **Language to use when you're collecting donations:**

The Better Business Bureau has guidelines for how to say 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:

<i><b>How much is being donated?</b></i>	<i><b>Here's how to say it:</b></i>
ALL of the money collected at the event is going DIRECTLY to Make-A-Wish	"All of the proceeds benefit Make-A-Wish Greater Los Angeles"
All of the money minus the cost to hold the event is going DIRECTLY to Make-A-Wish	"Net proceeds to benefit Make-A-Wish Greater Los Angeles"
If a specific dollar amount on the purchase of a product is going to Make-A-Wish, you must state the dollar amount.	"For every necklace sold, \$3 will go to Make-A-Wish Greater Los Angeles"
If a percentage of the proceeds are going to Make-A-Wish, you must state the percentage.	"25% of proceeds to benefit Make-A-Wish Greater Los Angeles"
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.	"Proceeds help support the Make-A-Wish Club of XYZ High School"

### **When in doubt – reach out!**

We are here to help! If you plan to use the Kids For Wish Kids logo in any public facing documents, please send to your Make-A-Wish contact prior to distribution. If you have questions regarding branding rules, please contact Taylor Kalman, Kids for Wish Kids Coordinator at [tkalman@la.wish.org](mailto:tkalman@la.wish.org) or 310-788-9474 ext. 105

## Post Event Fundraiser Form





Please be sure to mail in this form and funds raised within 30 days of the completion of your fundraiser. Submit 1 form for each fundraiser you hold.

Fundraiser Name: \_\_\_\_\_

Date Held: \_\_\_\_\_

Location: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Contact Phone: \_\_\_\_\_ Contact Email: \_\_\_\_\_

**Event Revenue**

*In this section, please list all the ways your fundraiser earned money, specifying the amount received through each avenue separately (example: bake sale - \$1,000/car wash - \$500, etc.):*

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Total Raised: \$** \_\_\_\_\_

Did you receive the necessary support from Make-A-Wish® staff? Y N  
If no, what could we have done differently (or more of) to ensure your success?

\_\_\_\_\_  
\_\_\_\_\_

**Send in Check and Form**

Within **30 days** of your fundraiser’s end, please mail this sheet and the funds to:

Make-A-Wish Greater Los Angeles 1875 Century Park East, Ste 950 | LA, CA 90067  
Make checks payable to: Make-A-Wish

Or contact Taylor Kalman at [tkalman@la.wish.org](mailto:tkalman@la.wish.org) or 310-788-9474 ext 105 to arrange a drop off at the chapter. Please do not mail cash.

