Make-A-Wish® Campaign Fundraising Ideas

Potential Fundraising Ideas

Disclaimer: Student-athletes should check with the campus compliance officer for final approval and compliance with NCAA rules and regulations before committing to any fundraising project. For further clarification on any of the fundraising projects listed below please contact the NCAA national office.

Reminders:
1. If your institution chooses a fundraiser from the activities listed below, there is no need to obtain any additional approval. However, if the fundraiser you are interested in doing is not identified below, please contact Janelle Hahn (602/279-9474 ext. 5137) at the Make-A-Wish national office first.

2. Your institution(s) SAAC are responsible for determining the appropriate monetary amounts to be charged for all projects initiated. ALL FUNDS raised must be donated if they are being collected under the Make-A-Wish® fundraiser name.

3. You MUST submit to the Make-A-Wish Foundation National Office for approval all printed materials (tickets, posters, advertisements, etc.) that contain the Make-A-Wish name or trademarks. Send to jhahn@wish.org for approval.

4. You must use care when using the Make-A-Wish Foundation name and logo. Note that “Make-A-Wish” is spelled with a capital “A” and with hyphens (not “Make a Wish”). You may not alter the “swirl and star” logo by customizing it to your specific event (e.g., do not change the logo to read “Make-A-Basket” if you are conducting a halftime contest). We do not allow door-to-door or telephone soliciting.

5. The Make-A-Wish Foundation mission is to grant the wishes of children with life-threatening medical conditions. Please do not refer to the children that are served as “terminally ill” or “dying,” as these labels can instill a sense of defeat and can be counter-productive as wish kids fight to overcome their medical conditions.

6. If you would like any more information about the Make-A-Wish Foundation or if you would like any collateral materials about the Make-A-Wish Foundation to distribute at your fund-raising event, please contact the Make-A-Wish Foundation National Office or your local chapter. Visit www.wish.org and enter in your zip code for your local chapter information.

Game Seats Half Time Drawing
Level of Difficulty: Easy
Project Outline:
1. Reserve 2 or more front row seats.
2. Sell tickets to fans for $1.00 at each basketball or football game.
3. Sell tickets until half time.
4. Draw the winning ticket out of a hat.
5. The winner selected will obtain front row seats to an upcoming game, or can move seats for the 2nd half, depending on how you set it up.

**College Youth Day**  
**Level of Difficulty:** Medium  
**Description:** Organize a day where students from the community come to your institution and participate in activities with your student-athletes. Individuals choosing to participate will be asked to donate a minimum of five dollars to the Make-A-Wish Foundation®.

**Project Outline:**

**Before the Activity**
1. Select the date and send fliers to local elementary schools.
2. Decide times and activities.
3. Select student-athletes and teams to participate in the activity.
4. Check with the campus activities board to see if funds or a donation can be made available to provide a snack/meals, drink and or t-shirt for participants.

**Day of Activity**
1. Organize participants into teams by age and or previously determined color teams.
2. Allow groups to participate in activities at each station for 15 to 20 minutes. Allow enough time for each participant to complete 3 to 4 activities.

**Sporting Admission**  
**Level of Difficulty:** Medium  
**Description:** Implement an admission fee to a typically open event and donate the proceeds to the Foundation. An increase in admission would also work, with the additional fee going to the Make-A-Wish Foundation.

**Half Time Drawings**  
**Level of Difficulty:** Easy  
**Project Outline:**

**How to do it**
1. Sell raffle tickets to fans in attendance for the chance at an opportunity to win a special prize.
2. Depending on the number of prizes available, select the winners from the tickets sold to win a prize.
3. Check with your Student Government Association or Athletics Department to donate prizes or game tickets.

**Half Time Contests**  
**Level of Difficulty:** Easy  
**Project Outline:**

**How to do it**
1. Sell raffle tickets to fans in attendance for the chance at an opportunity to participate in a half time contests. Half time contest ideas may include but are not limited to: kicking a field goal kick from a certain distance at a football game, counting the number of successful serves to a pre-determined target during a
volleyball game, or successfully hitting a hockey puck into a cut-out in the goal at a hockey game.
2. Select a certain number of participants to participate in the half time event.
3. T-shirts, hats and other items donated by your athletics department should serve as prizes.
4. Allow spectators not wishing to participate in the half time activity to make a donation.

**Wish Star Sell**
Level of Difficulty: Easy
Project Outline:

*How to do it*
1. Purchase paper or magnetic wish stars from the national Make-A-Wish Foundation® office (paper stars are $6.00 for 100)
   a. You may visit [http://www.dokshop.com/makeawish/MakeAWishSponsor.asp](http://www.dokshop.com/makeawish/MakeAWishSponsor.asp) and enter **sponsor** as the access code
2. Set a coverage goal: aim to cover all the walls of locker room, etc.
3. Sell the stars during an event or game
4. Hang the stars on the walls to encourage others to donate and sign their name on a star.

**Spare Change Drive**
Level of Difficulty: Easy
Description: Collect spare change in jars placed in various areas around campus, i.e., dorms, athletic centers, snack bars, cafés and ticket counters where tickets to athletics events may be sold from students and student-athletes. Label the front of the collection jars with Make-A-Wish® Campaign.

Project Outline:
1. Gather coffee cans and milk jugs to use as collection containers.
2. Distribute clearly marked jars in places around campus, i.e., dorms, cafeterias, athletic center desk and snack bars.
3. Designate student-athletes to collect change on a daily basis.

**Auction**
Level of Difficulty: Easy to Medium
Description: Have local businesses donate items for a student-athlete sponsored auction to benefit the Make-A-Wish Foundation®.

Project Outline:

*How to Promote*
1. Fliers
2. E-mail
3. Placing an ad in campus or local newspapers

*Day of Auction Preparation*
1. Have all items organized on a table.
2. Give each person a sign with a number to use to bid.
3. Have an auctioneer be responsible for introducing the item up for the auction and then keep track of winners by using a computer spreadsheet.

*A silent written auction would be an idea as well!*
Sell Items at Games
Level of Difficulty: Easy
Description: Identify possible items to sell during sporting events or special activities, i.e. pom poms, foam fingers, lanyards, and T-shirts. Pom poms and foam fingers are generally great sellers. Make sure to contact the bookstore to obtain clearance to sell certain products if necessary.

Chains of Love
Level of Difficulty: Easy
Description: A fundraiser designed to involve everyone on campus and within the local community.
Project Outline:
What to do
1. Cut strips of paper and stamped or labeled with your school logo, or a statement that states “In Support of the Make-A-Wish Foundation®”
2. Sell these strips for $1 or $2 to individuals in support of creating a “Chain of Love”.
3. Allow individuals who purchase a chain to sign their name and or write a short message.
4. Connect all of the strips to form a chain.
5. Presentation of the chain with the collected donations will be made to the local Make-A-Wish® chapter

Pizza Night
Level of Difficulty: Medium
Description: Certain pizza parlors may allow you to sponsor a pizza night where a certain percentage of the proceeds from the pizza and beverages sold will be donated towards the Make-A-Wish Foundation on behalf of your institution.
Project Outline:
How to do it
1. Contact a local pizza parlor.
2. Set up a date and time to hold the fundraiser.
3. Advertise around school and in the local community of the special event. Let the public know that proceeds from this event will go to the Make-A-Wish Foundation®.

Mascot Cards
Level of Difficulty: Medium to Hard
Description: Mascot cards are great because the money is donated to a good cause, and the recipient of the card has the opportunity to save money at local restaurants and businesses. Cards should be sold for $10-15 dollars with a percentage of the funds raised benefiting the Make-A-Wish Foundation. Cardholders would receive the determined discount percentage from the selected businesses.

Golf Tournament
Level of Difficulty: Hard
Description: This is a great idea where the proceeds from the event could benefit both your institutions athletics department and the Make-A-Wish® Campaign. This fundraiser needs to be cleared with the Athletic Department before beginning.

Project Outline:

How to do it
1. Set up a date to hold the event with a local golf course.
2. Charge a flat rate of $75 per individual to participate in the event. This rate would include 18 holes of golf and dinner. Dinner can be something as simple as hamburgers and hot dogs. A portion of the proceeds (at least 50 percent) will go the Make-A-Wish Foundation.
3. Organize participating individuals into foursomes and let them play. Winners will receive a prize or goodie bag. The prize pack may contain a gift certificate from a local restaurant or local merchandiser.

T-Shirt Sale
Level of Difficulty: Medium
Description: Sell athletic department sport T-shirt at games and in the dorms. This fundraiser needs to be cleared with the Compliance Officer and Athletics Department Licensee before beginning project.

Project Outline:

How to do it
1. Design a T-shirt logo.
2. Have T-shirt made.
3. Set up a table at a sporting event or in the dorm and sell.

Welcome Back Goody Bags
Level of Difficulty: Easy to Medium
Description: Send out flyers to parents of participating student-athletes in the athletics department with information on how to send a goody bag to their student-athlete to help get them through the first weeks of school or preseason for fall sports. For a donation of $20.00, the student-athlete will receive a goody bag with items including fruit, favorite candy bar, juices, crackers and other related snacks. Parents will also be provided an envelope to enclose a personal letter.

Project Outline:
1. Make up fliers and forms to send to the parents of the student-athletes.
2. Have forms sent back by a certain date with money.
3. Organize goody bags with treats and special notes.
4. Distribute to student-athletes.

Car Wash
Level of Difficulty: Easy
Project Outline:
1. Find a fire department or other water resource in your area
2. Advertise around campus and in the local community.
3. Sell tickets in advance and allow for drive-ups on the day of the event.
4. Start washing.
Bake Sale
Level of Difficulty: Easy
Description: This particular project is a hit before, during and after big games. Set up right outside the field, and the baked goods will be gone before you know it!
Project Outline:
1. Have athletes in the athletics department to bake goodies to donate to the bake sale.
2. Designate SAAC members work shifts to sell the goodies.

Carnation Sale
Level of Difficulty: Easy
Description: Nothing brightens up a tough day better than flowers. Find a local florist who will sell the flowers wholesale and then sell them in the café, or athletic center for one dollar a piece. Flowers can be sold to the general student body and during sporting events.