NCAA Division II Wishkit
Partnership Resource Guide for Granting Life-Changing Wishes
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Our Partnership: You Are a Champion to Wish Kids

Welcome!
As a NCAA Division II member, you have a tremendous and life-changing impact on wish kids across the country. Since 2003, you have partnered with Make-A-Wish as a national sponsor to help raise millions and grant hundreds of wishes for children battling critical illnesses. These wishes are a game-changer for these kids and their biggest fans – the families who love them.

The NCAA Division II Wishkit is specially designed to provide you – our biggest champions – an easy-to-use fundraising toolkit to help get you and your school involved in the wish-granting process with tips and ideas to help plan your amazing event and answers to your frequently asked questions.

About Make-A-Wish
Headquartered in Phoenix, Make-A-Wish is the world’s leading children’s wish-granting organization, serving kids in every community in the U.S. and worldwide. Together with generous donors, staff, volunteers and supporters – students like you – we have been able to grant an astounding 315,000 wishes since our inception in 1980.

Make-A-Wish is on a quest to bring every eligible child’s wish to life. Research shows that children who have wishes granted can build the physical and emotional strength they need to fight harder against – and sometimes even overcome – an illness. Currently, we are only able to grant the wishes of half of all eligible children. But, with your continued support championing wish kids, we can reach our vision.

Our Mission:
Together, we create life-changing wishes for children with critical illnesses.

Our Vision:
To grant the wish of every eligible child.
The Make-A-Wish and NCAA Division II Program

Score Big for Wishes
Whether you fundraise at your school or team up* with another school – you are sure to score big for wish kids.

So here is how it works! Your NCAA Division II SAAC representative is encouraged to engage with your local Make-A-Wish chapter as well as hold at least one external fundraiser to benefit the chapter. If you raise $10,000 – which is actually close to the average cost of a wish – in the 2019-2020 school year, you are eligible to host a wish reveal/celebration! Those institutions who reach the $10,000 goal will be notified by NCAA and Make-A-Wish to coordinate the wish reveal/celebration within that school year.

*Note, only institutions may combine funds, and schools must be located within the same chapter territory. Unsure? Check with your local institution.

DID YOU KNOW? The average cost of a wish is about $10,000
Ways to Engage
From a week of wishes and digital fundraising to volunteer opportunities, there are a number of ways to engage in the Make-A-Wish mission and help grant wishes.

NCAA Division II’s Week of Wishes
All Division II institutions are invited to help Make-A-Wish by raising funds and awareness during a weeklong celebration that engages not only students but also family, friends and fans. Check out the Week of Wishes section for details!

Online Fundraising
Want to engage supporters online? Now, supporting Make-A-Wish just got easier! This year NCAADII has a custom fundraising site for student athletes, institutions and supporters. Funds raised across NCAADII will now be tracked by student, institution and conference. Start your own fundraising page to help grant wishes today. Visit ncaadii.wish.org to learn more.

Wish Reveals/Wish Celebrations
If your school qualifies for a wish reveal/wish celebration – reaching $10,000 or more – you are eligible to host. Contact your local chapter to determine if a wish child in your area has an upcoming wish that your team might be able to participate in.

Engagement Opportunities
Building relationships with your local chapters enables you and your institution to experience the mission firsthand. At Make-A-Wish, we rely heavily on the nearly 40,000 volunteers who help make wishes possible for children with critical illnesses. Involvement varies by chapter, but some opportunities include event volunteerism, wish granting, office support and more.
Fundraising

Steps to Success

**Step 1: Choose Your Fundraiser**
Your toolkit contains fundraising ideas to help you get started. Choose what activities you would like to use or come up with your own unique ideas.

**Step 2: Share Your Plans with Your Institution’s Leadership and Your Local Chapter**
Getting leadership and the local Make-A-Wish chapter involved will greatly increase the success of your fundraising events. The more involvement within the community you have, the more people will be willing to donate and help your cause.

**Step 3: Set a Goal**
Set a goal for your school fundraising efforts. Invite your peers, friends and family to donate to help reach your goal.

**Step 4: Promote and Recruit Your Peers**
One key to a successful fundraiser is making sure people know about it. Spread the word via flyers and social media. Recruit your peers and encourage them to get involved by supporting your fundraising efforts. Tell everyone you know to spread the word about your events and why you are raising money for Make-A-Wish.

**Step 5: Have Fun!**
Host an incredible event, raise funds and smile – you are helping create life-changing wishes!

* Student-athletes should check with their campus athletics compliance officer for final approval and compliance with NCAA rules and regulations before committing to any fundraising project. For further clarification on any fundraising projects listed on the next page, please contact the NCAA National Office.
Fundraising

Pre-Approved Fundraisers Guaranteed to Score Big

There is more than one way to support Make-A-Wish. Here’s a list of ideas to get your creative thoughts going. We have the full list with descriptions available at https://ncaadii.wish.org/. Also, check out the Marketing and Social Media Tips in this packet.

- Game Seats Halftime Drawing
- Prizes Halftime Drawing
- Halftime Contests
- Sell Items at Games
- Sporting Admission
- Chains of Wishes
- Make-A-Wish Night
- T-Shirt Sale
- Welcome Back Goody Bags
- Wish Star Sales
- Bean Bag Toss (Cornhole, Baggo) Tournament
- Dodgeball Tournament
- Golf Tournament
- One Wish, One Night – Game Night
- Auction
- Bake Sale
- Car Wash
- College Youth Day
- Flower Sale
- Pizza Night
- Mascot Cards
- Spare Change Drive
- Stair Climb
- Bike-A-Thon
- Food Truck Fun
- Ice Cream Social
- Healthy Bake Sale
- Dishes for Wishes
- Evening of Shopping
- Miracle Minute Coin Drive
- Pie in the Face
- Re-focus an Existing Campus Activity

Got Questions?
We’ve got answers. Reach out to your NCAA Division II representative or contact Amanda Benzine at the NCAA National Office at abenzine@ncaa.org or 317.917.6694. Or Devon Herlihy from the Make-A-Wish National Office at 602.775.5520.
Week of Wishes™

Transform your school community with a fun and uplifting Week of Wishes

Take the lead on brainstorming fundraising ideas, create action plans and manage everything from start to finish. Taking ownership helps you and your fellow students and community see how your hard work and enthusiasm can transform the lives of kids in your community. And you’ll also reinforce the value of community engagement, volunteerism, leadership skills, entrepreneurship, money management, school spirit and teamwork.

2020 Week of Wishes will be from February 15 to February 23rd
Getting Started
You can create your own unique ways to raise funds during Week of Wishes or combine your efforts with existing school sporting events. Many schools have different activities planned for each day of the week, while others plan one or two fundraisers to take place during the week. It’s totally customizable.

Sample Wish Week Ideas
Here are some ideas to get you started, but also check out the Pre-Approved Fundraising List at ncaadii.wish.org for more ideas!

IDEA ONE:

MONDAY
Wear Your Spirit Day

TUESDAY
Paper Star Sales

WEDNESDAY
Dodgeball Tournament

THURSDAY
Dine-out Night

FRIDAY
Closing Assembly and Miracle Minute

IDEA TWO:

MONDAY
Opening Assembly

TUESDAY
Student vs. Professor/Coach Volleyball Game

WEDNESDAY
Make-A-Wish Bracelet Sales

THURSDAY
Spirit Day and Movie Characters

FRIDAY
One Wish, One Night – Game Night

Contact your local chapter to learn more about Week of Wishes and receive a program toolkit!
Tools & Tips

Student-Athlete Engagement Checklist

Before you get started, please review the following checklist and information to ensure the success of your fundraising event!

- **Contact your institution’s campus SAAC advisor and athletics compliance administrator** to learn more about this year’s program with Make-A-Wish and to determine your institution’s goals and level of involvement this year.

- **Review the Program Toolkit** to learn about ways you can participate at your local Make-A-Wish chapter, such as involvement in a wish party, assisting with office duties, etc., in addition to collaborating with the chapter for ideas for hosting a fundraiser.

- **Select an event from the pre-approved fundraiser list in the NCAA Division II Program Toolkit.** If you wish to come up with an original fundraising idea, contact Devon Herlihy from the Make-A-Wish National Office at 602.775.5520 or dherlihy@wish.org with a clear description of the event for Make-A-Wish and NCAA review and approval.

- **Utilize updated program insert throughout the year** to encourage donations through sporting events and other initiatives.

If you need the PDF of the program insert, please reach out to your local chapter or SAAC representative.

- **Contact your local Make-A-Wish chapter to request support of your fundraiser and to discuss tips and best practices to ensure success.** Additionally, please feel free to discuss your institution’s desires to become more involved locally throughout the school year and ways that can be achieved. For questions on who your local chapter contact is, please reach out to Devon Herlihy from the Make-A-Wish National Office.

- **Review selected project** with campus or athletics compliance officer for approval.

- **Conduct fundraising campaign.**

- **Collect funds.** Convert all cash to a check made payable to Make-A-Wish America, and submit check within 30 days of fundraiser. You can also submit funds via the online portal at ncaadii.wish.org.
Tools & Tips

Student-Athlete Engagement (CONT.)

Collection Deadline:  July 31, 2020

You can submit through the online portal at ncaadii.wish.org or by calling Make-A-Wish at 1.866.880.1382. Be sure to indicate your institution’s name along with your check. **In order to be counted towards school totals for the year, please ensure all forms and funds are sent no later than July 31, 2020.**

**Send all funds directly to the following address:**
Make-A-Wish America
1702 E. Highland Ave., Suite 400
Phoenix, AZ 85016
Tools & Tips

Make-A-Wish Trademark Guidelines

Thank you for helping raise awareness about the important mission of Make-A-Wish by using the trademarks, including name and logo, in a way that is consistent with the organization’s branding standards provided below:

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

Correct: Make-A-Wish
Incorrect: Make a Wish

- The logo may not be altered in font, color, configuration or color.
- The superscripted ® symbol must appear next to the first reference of Make-A-Wish.
- Avoid making Make-A-Wish possessive:
  Correct: The Make-A-Wish mission
  Incorrect: Make-A-Wish’s mission
- The name and logo should never be altered for a specific event (e.g., Bake-A-Wish).
- There are three appropriate colors that may be used to display the logo: Black / White / Pantone® 293 Blue.
- Please don’t copy and paste the logo from the internet. To obtain a high-resolution logo, contact a representative from your local chapter or Devon Herlihy at Make-A-Wish America.
Priority Guidelines

Focus on the positive! When talking about Make-A-Wish, please do not use the words “terminally ill” or “dying,” as many wish kids do not have a terminal condition. These labels can instill a sense of defeat and can be counterproductive as our wish kids continue to fight to overcome their illnesses.

Publicity Guidelines

If you plan on using the Make-A-Wish logo in publicly distributed materials, please send them to your local Make-A-Wish chapter prior to distribution.

When in Doubt – Reach Out!

If you have any questions regarding branding rules, trademarks or logo usage, please contact your local chapter representative or Devon Herlihy at dherlihy@wish.org.
Tools & Tips

Student-Athlete Engagement Checklist

Score big for Make-A-Wish by using some of these tips to get awareness and recognition out about your institution’s fundraiser.

Marketing

SIGNAGE
Create large public banners, posters and fliers and post around campus*

SCHOOL ANNOUNCEMENTS
Promote your fundraiser during large school and sporting events, via signage, booths and announcements over the PA during the event.*

NEWSLETTER OR PAPER
Most schools have a digital or print newsletter or paper on campus. Such spaces are great opportunities to engage with the fundraiser and raise support and involvement.

*Check with your SAAC advisor and athletics compliance administrator regarding rules.

Social Media

Promote your fundraiser on social media. Use hashtags to track the fundraiser to see what the community perceives about your event and encourage others to come and participate.

Facebook: /makeawish
Instagram: @Makeawishamerica
Pinterest: /makeawishfdn
Twitter: @MakeAWish
YouTube: /MakeAWishFoundation

#D2Wish
Tools & Tips

Sample Fundraising Event Timeline

Follow this easy-to-follow event checklist to ensure your fundraising event is a total success!

4 Months Out
- Contact local chapter and see how you can help the chapter and vice versa.
- Bring chapter discussion before all SAAC members to brainstorm and vote on fundraising ideas for the year

3 Months Out
- Contact chapter and SAAC advisor about your fundraising plans
- Set goals, dates and budget and share details with the chapter
- Name the event
- Secure a location or venue
- Develop promotion plans
- Delegate tasks to SAAC members
- Communicate with outside sources or external donors, such as restaurant managers/owners. Contact local chapter to see what relationships may already exist

2 Months Out
- Solicit donors and donations
- Implement marketing and advertising plan
- Touch base with chapter regarding progress

1 Month Out
- Confirm logistics
- Schedule volunteers
- Promote the event
- Touch base with chapter regarding progress
Tools & Tips

Sample Fundraising Event Timeline (CONT.)

Month of the Event
- Prepare for event
- Ensure all plans are implemented
- Take care of last-minute issues

Day of Event
- Take photos
- Collect funds
- Celebrate and have fun!

Post-Event
- Email photos to chapter contact and Amanda Benzine at the NCAA National Office at abenzine@ncaa.org
- Evaluate the event
- Send thank-you notes or establish a public thank you to all who participated
- Send funds to Make-A-Wish America indicating your institution’s name and the event date
Tools & Tips

Frequently Asked Questions

WHAT TYPES OF FUNDRAISERS CAN WE PLAN?
The NCAA and Make-A-Wish National Office have created a mutually agreed upon list of pre-approved fundraisers that can be implemented at any time, with no additional necessary support or outreach required to the NCAA or Make-A-Wish. We still encourage each institution to involve the local chapter for support purposes, and to continue to develop that local relationship.

Additionally, if your institution would like to participate in a fundraising activity that is not found on the pre-approved list, you can do that too! In that case, simply contact your local Make-A-Wish chapter, as well as Amanda Benzine from the NCAA at 317.917.6694 or abenzine@ncaa.org with the fundraising idea and submit your request for approval. Once approved, you may move forward with planning your event. A list of pre-approved fundraisers has been included in your toolkit.

ARE THERE ANY RESTRICTIONS ON TYPES OF FUNDRAISING?
Yes. Because we are a children’s charity, Make-A-Wish expressly prohibits fundraising events where the proceeds from the sale of alcohol and/or tobacco products would benefit Make-A-Wish. Additionally, we must abide by state, local and federal laws that provide restrictions on other forms of fundraising. These include, but are not limited to, any telephone or door-to-door solicitations, and the hosting of raffles (as these are not considered to be a charitable activity by the IRS).

CAN MAKE-A-WISH CHAPTERS SHARE A LIST OF DONORS FOR OUR EVENT?
No. Make-A-Wish protects the privacy of our donors and does not sell or release donor information outside the organization.

WHAT DO WE DO WITH THE FUNDS WE RAISE ONCE THEY ARE COLLECTED?
All NCAA Division II conferences and institutions that raise funds for Make-A-Wish must submit the funds to the Make-A-Wish National Office as soon as possible.
IS IT POSSIBLE FOR OUR CONFERENCE TO POOL OUR FUNDS TOGETHER TO COLLECTIVELY SPONSOR A WISH?
Unfortunately, that is not possible. Because each chapter is its own entity, with individual sponsorship requirements, it is not possible to raise funds across chapter territory lines for the benefit of one chapter.

However, select small institutions within the same chapter lines can be allowed to pool funds to meet the $10,000 goal set by the Make-A-Wish and NCAA Division II partnership. This requires prior approval from the Make-A-Wish National Office and NCAA Division II Make-A-Wish liaison.

ARE THERE OTHER WAYS TO ENGAGE WITH LOCAL WISH KIDS THAT DON’T INVOLVE WISH SPONSORSHIP?
Definitely. Utilize your local chapter resource to determine what opportunities might be available for your team or institution. Ways to engage might include participation in a sports-related wish send-off party, engaging with the chapter to provide a wish enhancement, volunteering for chapter events, such as their Walk for Wishes or fundraising galas or even exploring a summer internship!

WHEN IS THE BEST TIME TO PLAN A FUNDRAISING EVENT?
Any time is a great time to plan a fundraising event for Make-A-Wish! We suggest that once student-athletes return to campus in the fall, your representative reaches out to the local Make-A-Wish chapter to introduce themselves and begin discussions on what timeframe works best for you to activate a successful campaign.

However, we recommend planning your events at least three months in advance. If you would like to request wish kid involvement, we recommend planning at least eight weeks in advance and submitting your request to your local Make-A-Wish chapter as soon as possible.

CAN WE HOST MORE THAN ONE FUNDRAISER EACH YEAR?
Absolutely! Student-athletes are encouraged to fundraise whenever an opportunity becomes available – whether that is once a year, once a semester or once a month! The more funds raised each year, the more wishes we can grant for children with critical illnesses.
Tools & Tips
Frequently Asked Questions (CONT.)

**WHO DO I CONTACT TO PLAN A FUNDRAISING EVENT?**
Each chapter has a designated representative who will serve as your institution’s main point of contact. We will provide an updated chapter contact list to the NCAA at the start of the school year. If you encounter any challenges in reaching your main point of contact, you can also reach out to Amanda Benzine from the NCAA at 317.917.6694 or abenzine@ncaa.org, or Devon Herlihy from the Make-A-Wish National Office at 602.775.5520 or dherlihy@wish.org to help make the introduction.

**CAN A WISH KID ATTEND OUR EVENT?**
Not every wish child or family wants publicity and Make-A-Wish is very respectful of their privacy. Once the fundraiser has been approved by all parties, contact your local Make-A-Wish chapter and ask whether this is possible. The chapter can look for a family that is "publicity eligible," but please accept the chapter’s decision if a wish child cannot be found for your event.

Thank You, NCAA Division II, for your time and dedication to our partnership!

*Here’s to an exciting year!*
Together, we transform lives, one wish at a time.