



7 Outside Fundraiser Rules!

Thank you for helping us make wishes come true! In planning and conducting your fundraiser, please adhere to the following rules:

1. No Solicitation

We do not allow door-to-door or telephone solicitation

2. Registered Trademark Use

The first or most prominent use of the name "Make-A-Wish Foundation® of Wisconsin" or the phrase "Make-A-Wish®" must include a superscripted registered trademark "®" symbol.

3. Brand Integrity

Please 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"). Also, make sure the term "Make-A-Wish®" is used only as an adjective, not as the name of the organization. Lastly, please do not alter our "swirl and star" logo by customizing it to your specific event (e.g. do not change the logo to read "Make-A-Cake" if your group is conducting a cake walk). Taking care in these matters helps us protect our brand.

4. Discussing the Mission

Our mission is to grant the wishes of children with life-threatening medical conditions. Please do not refer to the children that we serve 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 illnesses. Many of these children are able to beat their illnesses, and we believe in the importance of keeping a positive mindset!

5. Financial Summary

Please complete the Financial Summary at the end of your event and submit it to the Make-A-Wish office within one month of your fundraiser.

6. Promotions/Press

Before distributing any promotional materials or press releases, each item must be reviewed and approved by the Make-A-Wish Foundation.

7. Contact

If you would like any more information about the Foundation or need any materials to distribute at your fundraising event, please contact the Make-A-Wish office.

We are delighted that you are doing a project for the Make-A-Wish Foundation of Wisconsin!

Please mail the attached, completed forms to:

Make-A-Wish
Foundation of Wisconsin
Attention: Andrea
Koebernik
13195 W. Hampton Ave.
Butler, WI 53007

Contact information:
262.781.4445
800.236.WISH
wisconsin.wish.org