

# STEPS TO SUCCESS

## PROJECT CHECKLIST

- 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 Proposal Form** – Forms can be filled out online at [wisconsin.wish.org](http://wisconsin.wish.org), mailed to Make-A-Wish® Wisconsin at **11020 W. Plank Court, Suite 200, Wauwatosa, WI 53226** or emailed to Kelsey Rice at [krice@wisconsin.wish.org](mailto:krice@wisconsin.wish.org). In return, a Make-A-Wish® staff member will send the organizer supplemental materials and reach out via telephone to answer any questions.
- Choose an Activity** – Make-A-Wish staff will provide a list of fundraising ideas to consider. Choose from the list or come up with a new creative concept. Most events fall under one of these broad categories:
  - Fundraising Activity: Examples include school dances, talent shows, charitable sports games. Generally, funds are raised through a fee that is charged to participate.
  - Marathon: Anything can be a marathon – jumping rope, dancing, walking, even reading. Funds are raised through individual participants who solicit sponsors to donate a fixed amount for each hour they perform the task.
  - Tournaments: All-day sports tournaments (think basketball, baseball, dodge ball, etc.) are fun for participants and their families. Funds are raised through entry fees and general donations from the crowd.
  - Sales: Bake sales, garage sales, star sales, bracelet sales, flower sales...the possibilities are endless. Sales are also an effective way to raise more money at an event (i.e. selling concessions at a sports tournament).
- 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 people will you need to run your fundraiser effectively and what adult assistance will you need?
  - What opportunities are available to promote your fundraiser within your school, group, and/or community?
  - What assistance will you need from Make-A-Wish to help make your fundraiser a success?
  - 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.

**Bionca, 18**

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I wish to have a graduating senior experience

