



Donor Events Guide



THANK YOU!

On behalf of everyone at Make-A-Wish® Southwestern Ontario, especially our wish children and their families, thank you for choosing to support us by organizing a fundraising event.

We hope this guide will assist you in your fundraising endeavours!

QUESTIONS TO CONSIDER

1. What type of event should I hold?
(Examples: auction, bake sale, car wash, casual day, fun fair, gala, talent show, sports tournament, walk-a-thon, barbecue)
Please Note: We do not obtain lottery or gaming licences for donor events.
2. What are my goals and objectives for this event?
3. Who is my audience for this event? Will my event appeal to my target audience?
4. Is the event an appropriate fit with the Make-A-Wish mission and vision?
5. When will I hold my event?
6. Do I need to apply for special permits, insurance, or licences?
7. Where can I hold the event?
8. Is the venue available on my event date at a cost I can afford?
9. What is my timeline for this event? Do I have at least four to six months to prepare?
10. What is my budget? How much do I hope to raise?
11. Which budget items can I seek sponsorship and donations for?
12. Who can I approach for sponsorship and donations (family, friends, business connections)?
13. Who will be part of my committee to help organize the event?
14. How will I promote my event?
15. What resources do I require from Make-A-Wish®?

YOUR EVENT BUDGET

The following chart can help you outline your possible expenses and sources of revenue. Sponsorships and in-kind donations can help to reduce your costs, but it is best not to count on these during your budgeting process.

Expenses	Dollar Amount	Revenue	Dollar Amount
Supplies			
Food / Refreshments			
Postage / Shipping			
Equipment Rental			
Entertainment			
Awards / Gifts			
Cost of Goods Sold			
Travel			
Advertising			
Printing			
Signage			
Facility Rental			
Decorations			
Security			
Insurance / licences			
Other			
Total Expenses:		Total Income:	

Total Income – Total Expenses = Anticipated Revenue to Make-A-Wish

Enter Amount Here: \$ _____

COMPLETE YOUR BENEFIT PROPOSAL FORM

Once you have prepared your event plan, please complete the **Benefit Proposal Form** provided to you. This form provides us with necessary information, such as contact details, more information about your event and the resources you require from us.

Please be sure to review the **Charitable Receipting Policy** and **General Fundraising Policy**, which are both included in the benefit proposal form.

SOLICIT DONATIONS

To help offset your event costs, solicit cash and in-kind donations to support your event. As per our fundraising policy, we kindly ask that no person involved in a fundraising event on behalf of Make-A-Wish® directly solicit funds door-to-door, through telemarketing or Internet methods.

Cash Sponsors

Cash sponsors can include businesses, service clubs or individuals. They can help cover the cost of items like supplies, publicity and bills. Some sponsors may provide volunteers for your event.

In-Kind Donations

In-kind donors may donate or discount an event venue, prizes, services and more. Be sure to recognize discounts on items as in-kind donations.

Seeking Corporate Support

If you are planning to go to companies to get donations for your fundraiser, please let us know who you are planning to approach before you make the ask as we may already have a relationship with them. We may also have recommendations on who would be good to approach or who might not.

Some companies in Southwestern Ontario and across Canada already provide great support to us and have asked that they not be approached with extra requests, including our national partners WestJet and the Sony Canada Charitable Foundation. Because these companies do so much for us we must be sensitive to their request. When you provide us with the list of companies you plan to approach, we can inform you if any of your prospects are already Make-A-Wish supporters.

As our territory includes Southwestern Ontario, we must be careful not to approach any company outside our territory. We are part of an international organization and we want to be sure we're not infringing on another chapter's donor base. If you are planning to go to a company outside of our territory, please let us know.

PROMOTE YOUR EVENT

Raise awareness of your event through posters, flyers, word-of-mouth, e-mails, local community calendars and the local media.

Please contact us before promoting your event on any social networking sites e.g. Facebook, Twitter, LinkedIn. If applicable, we can help to publicize your event through our website and social media platforms as well.

AVAILABLE MAKE-A-WISH® RESOURCES

Fundraising Web Page: Please inform us if your event participants are fundraising through pledges. We will gladly provide a fundraising webpage on our online donations system, which can be used to seek support. We kindly ask that all pledge-based events use this system.

Staff: Our talented and experienced staff members are happy to assist you with questions that arise while planning your event. We are also available to review your communications materials!

Volunteers: While we cannot guarantee volunteer assistance at all donor events, we will gladly consider your request for volunteer support. Our Speakers Bureau volunteers are available to attend your event and speak on our behalf if requested.

Letter of Support: Upon receiving a list of companies you plan to approach, we can provide a letter for your potential sponsors identifying you as a Make-A-Wish donor event organizer.

Promotional Materials: If you would like to have Make-A-Wish newsletters, brochures and/or banners at your event, please contact us.

Logo: We can supply you with our logo for your event materials. Please note that all materials featuring our name/logo must be submitted to our office for approval prior to printing.

Website & Social Media: We can help promote your event on our chapter's website makeawishswo.ca, Facebook www.facebook.com/swo.makeawish and on Twitter @MakeAWishSWO.

Media: Upon request, we will issue a news release about your event to media in your community.

OUR TRADEMARKS

Our trade names are "Make-A-Wish® Southwestern Ontario" and "Make-A-Wish®".

Trademark Usage Guidelines:

- Please put the registered trademark in superscript [®] after the first or most prominent occurrence of the trade names above. The registered trademark does not need to be used every time the Make-A-Wish name appears in a document or web page, but it must be used in the first or most prominent reference.
- The Make-A-Wish name is always hyphenated between the words "Make," "A," and "Wish."
- The "M", "A" and "W" in "Make-A-Wish" must always be capitalized.
- The term "Make-A-Wish" cannot be modified to create the name of a promotion or fundraising program (e.g. The Bake-A-Wish bake sale starts today!).

FONTS

"Primary Sans Serif: Lato". Lato supports many international character sets and should be the first choice for numbers.

"Primary Serif: Droid Seri". Droid Serif is best used for larger headlines to create a story-driven look, and was originally designed for the highest level of onscreen legibility.

OUR LOGO

Please contact us to obtain a Make-A-Wish® logo.

Logo Usage Guidelines:

- Logo can be printed in black, white or Pantone 2935CP blue.
- The logo must be a minimum of 3.175mm away from any placement of words or other logos, on an uncluttered background and cannot be stretched or distorted in any way.
- The primary logo must be a minimum of 1.5” in length, and the secondary (stacked) logo must be a minimum of 1” in length.
- The logo shall not be used in a sentence.
- The swirl, the star, or the swirl and star combined shall not be used as a stand alone element.

We kindly ask that you submit all materials featuring our name or logo to our office for approval prior to printing.

LANGUAGE TO USE WHEN REFERRING TO OUR WISH CHILDREN

Please refrain from using the terms “terminal”, “dying” or “last wish” when referring to the children. The expression we use is “children with critical illnesses” as it more accurately describes their condition.

Our organization exists to serve these kids and their families and we are always mindful to use language that is sensitive to their situation. Thankfully, the majority of our wish children are still alive – we believe that their wish has had a positive impact on their well-being.

Your fundraiser will provide an ill child with hope, and something exciting and positive to look forward to at a time of overwhelming worry and uncertainty.

LANGUAGE TO USE WHEN PROMOTING YOUR EVENT

What is going to Make-A-Wish®?	Then please say...
All the money collected is going to Make-A-Wish.	Proceeds benefit Make-A-Wish.
All the money minus your expenses is going to Make-A-Wish.	A portion of the proceeds will benefit Make-A-Wish. <i>or</i> Net proceeds to benefit Make-A-Wish.
A specific dollar amount in the purchase of a product is going to Make-A-Wish.	You must state the dollar amount. For example: For every car we sell on Sunday, \$100 goes to Make-A-Wish.
A percentage of the proceeds are going to benefit Make-A-Wish.	You must state what percentage. For example: 50 per cent of the proceeds to benefit Make-A-Wish.

HOLD YOUR EVENT

You’ve followed your plan, obtained sponsorships/donations and promoted the event in your community. Now event day is finally here! Thank you for your support and good luck!

GIFT ACCEPTANCE POLICY

For your protection, as well as the protection of our volunteers, wish families and Make-A-Wish®, please do not give any gifts of cash, products or services directly to our volunteers or wish family representatives. We kindly ask our volunteers and wish families to politely decline them while representing Make-A-Wish.

MAKE YOUR DONATION

Cheque Presentation: If you would like to have a cheque presentation following your event, please contact us to arrange for a Make-A-Wish® representative to attend. **Please make your cheque or money order payable directly to Make-A-Wish Southwestern Ontario.**

Cash Donations: We do not recommend mailing cash. Please deliver cash in person or mail a cheque or money order as outlined above.

Mailing and Delivering Donations

Make-A-Wish Southwestern Ontario
551 Oxford Street West Suite 207
London, ON, N6J 1Y4

Office Hours: Monday to Friday
8 a.m. – 4 p.m (Please let us know in advance when you are planning to visit us!)

Submission Time

Please submit your donation no later than 30 days following your event, so we can process funds in a timely manner. If your event is near the end of the calendar year, please submit your donation by December 31st.

THANK YOUR SUPPORTERS

As an event organizer, it is your responsibility to thank everyone who helps make your event a success, including your volunteer committee, participants, donors and cash sponsors. Personalized recognition will make your supporters feel appreciated and help ensure their support for next year!

EVALUATE YOUR EVENT

Externally: Survey the participants at the event or following the event. Their feedback will provide insight on what you can do to enhance that experience at future events.

Internally: Meet with your committee and discuss the event's successes and areas for improvement. Your evaluation notes will assist next year's event committee.

CELEBRATE!

Congratulations on the completion of your event! Be sure to celebrate your success!

Thank you for helping us bring hope, strength and joy to our wish children!