

## FUNDRAISING IDEAS

Students for Wishes® is a customizable fundraising program that provides university and college students the opportunity to engage in philanthropy and service activities in partnership with Make-A-Wish®. This program is all about creativity, but we have outlined below a few ideas to help start the brainstorming

### MIRACLE MINUTE

This one takes just a minute, but the potential impact can last a lifetime! During a class event, sporting event or other activity, introduce the Miracle Minute as a chance for the audience to get rid of their spare change – or dollars – to help make wishes come true. Set the clock on your phone or timer for one minute and pass donation buckets through the room. If possible, give the total of how much was raised before the end of the event so everyone can celebrate!

### GOT CHANGE?

Give everyone a meaningful way to get rid of all that spare change they've been holding onto! There are many variations for this one – from coin stall (profs can't start class until all change is counted) to coin wars (each section or tutorial class tries to collect the most coins).

### SELL IT

Sales fundraisers are a “win-win” for everyone! You can create your own or choose from some of these ideas: bakesale, cookbook, candy grams, holiday gift baskets, ornaments, etc. Please ask about our DIY fundraisers: *Ice Cream for Breakfast*, *Wishful Baking*, and *Lemonade for Wishes*.

### WISH WALL

Want to really “show” your support? Sell Make-A-Wish paper stars for donations of \$2 (or more) and hang them around the building. Create a “Wish Wall” in a high-traffic area for everyone to see.

### THEME DAY

Who doesn't love to dress up? Participants donate to dress up in some way. The options are endless: movie characters, sports teams, crazy hats, pajamas, blue clothing day. Or, raise funds as a class and dare your professor to dress up if you meet your set goal!

Interested in Students for Wishes® ?  
Contact Charlene Marsman of  
Make-A-Wish Southwestern Ontario®

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### HELPFUL TIP

*Think about past fundraisers and events you have held. What was successful? What was lots of fun? Instead of coming with a new idea, you could try doing something that has worked in the past, with a Make-A-Wish twist!*

