



WISH KID  
KENDALL



# NCAA Division II Wishkit

Pre-approved FUNdraising Ideas List





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Shippensburg  
University

## Fundraisers Guaranteed to Score Big

There is more than one way to score big for wish kids with your fundraising event. The following are pre-approved FUNdraising ideas to assist you and your school while brainstorming possible events and activities to benefit Make-A-Wish. You can mix and match to create a fundraiser all your own, just as long as you check with your campus athletics compliance officer for final approval and compliance with NCAA rules and regulations.

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# For The Love of the Game and Wish Kids

## Game Seats Halftime Drawing ★

1. Reserve two or more front row seats.
2. Sell tickets to fans for \$1 at each basketball or football game.
3. Sell tickets until halftime.
4. Draw the winning ticket out of a hat.
5. The winner selected will obtain front row seats to an upcoming game or move seats for the second half, depending on how you set it up.



## Prizes Halftime Drawing ★

1. Sell raffle tickets to fans in attendance for the chance at an opportunity to win a special prize.
2. Depending on the number of prizes available, select the winners from the tickets sold to win a prize.
3. Check with your Student Government Association or Athletics Department to donate prizes or game tickets.

## Halftime Contests ★

1. Sell raffle tickets to fans in attendance for the chance to participate in halftime contests, such as kicking a field goal kick from a certain distance at a football game; counting the number of successful serves to a pre-determined target during a volleyball game; or successfully hitting a hockey puck into a cut-out in the goal at a hockey game.
2. Select a certain number of participants to participate in the halftime event.
3. T-shirts, hats and other items donated by your athletics department should serve as prizes.
4. Ask spectators to donate to Make-A-Wish during halftime.

## Sell Items at Games ★

Identify possible items to sell during sporting events or special activities, i.e., pom-poms, foam fingers, lanyards and T-shirts. Pom-poms and foam fingers are generally great sellers. Make sure to contact the bookstore to obtain clearance to sell certain products if necessary.

## Sporting Admission ★★

Implement an admission fee to a typically open event and donate the ticket sales to Make-A-Wish. An increase in admission price would also work, with the additional fee going to Make-A-Wish (i.e., \$1 from each ticket sale will benefit Make-A-Wish).



# Show Your Support

## Chains of Wishes ★

**Description: A fundraiser designed to involve everyone on campus and within the local community.**

1. Cut strips of paper and stamp or label with your school logo and include a statement that says: "In Support of Make-A-Wish®."
2. Sell these strips for \$1-\$2 to individuals in support of creating a "Chain of Wishes."
3. Allow individuals who purchase a chain to sign their name and/or write a short message.
4. Connect the strips to form a chain.
5. Presentation of the chain with the collected donations will be made to the local Make-A-Wish chapter.

## Make-A-Wish Night ★★★

**Description: Invite wish families to attend a game or sporting event for free. Show an approved Make-A-Wish PSA early on during the event, and ask the crowd for donations. At halftime, allow a wish family who has agreed to participate to speak about their wish experience and wish impact.**

1. Designate which event will be your "Make-A-Wish Night."
2. Create flyers and marketing materials to advertise your fundraising event.
3. Request the local chapter include details about the event in their newsletters and social media outlets prior to the event.
4. Determine how funds will be collected during the event (a booth or table at entry points to the venue, or team members can walk around with collection buckets to take donations throughout the event) and designate who will participate in the collection.
5. Work with your local chapter to find an appropriate and willing wish family to participate in the event.
6. Secure an approved Make-A-Wish PSA from Make-A-Wish America to share during the game.

## T-Shirt Sale ★★

**Description: Sell athletics department T-shirts at games and in the dorms. This fundraiser needs to be cleared with the Compliance Officer and Athletics Department Licensee before beginning the project.**

1. Get fundraising approval from the Compliance Officer and Athletics Department Licensee.
2. Design a T-shirt logo.
3. Have the T-shirts made.
4. Set up a table at a sporting event or in the dorm and sell.



**Catch These Fundraising Best Practices**

### WISH KIDS AND FAMILIES:

*Increase attendance by inviting wish kids and their families to attend and speak at the event.*

# Show Your Support (CONT.)

## Welcome Back Goody Bags

**Description:** Send out flyers to parents of participating student-athletes in the athletics department with information on how to send goody bags to their student-athletes to help get them through the first few weeks of school or pre-season for fall sports. For a donation of \$20, the student-athlete will receive a goody bag with items including fruit, favorite candy bar, juices, crackers and other related snacks. Parents will also be provided an envelope to enclose a personal letter.

**All donations will benefit Make-A-Wish.**

1. Make flyers and forms to send to the parents of the student-athletes.
2. Ask local retailers for donations of various goods and snack items to use in the goody bags. Keep purchases down as much as possible to ensure fundraising success.
3. Have forms sent back with money by a certain date.
4. Organize goody bags with treats and special notes.
5. Distribute to student-athletes.
6. These bags can also be sold during midterms/final exams.



### Catch These Fundraising Best Practices

**FRIENDLY COMPETITION:** *Host a competition between different sports teams (e.g., baseball vs. basketball) or between student-athletes and coaches/professors/administrators to increase institutional support. See who can raise the most funds or generate the highest level of participation.*

## Wish Star Sales

1. Visit <http://star.wish.org/star/Login.aspx> to purchase paper wish stars (paper stars are \$8 for 100).
2. Enter User Name: wishstars and Password: Sponsor.
3. Set a coverage goal: aim to cover all the walls of locker room, etc.
4. Sell the stars during an event or game.
5. Hang the stars on the walls to encourage others to donate and sign their name on a star.

# It's All Fun And Games

## Bean Bag Toss (Cornhole, Baggo) Tournament ★★

**Description:** Student-athletes and entire campus community are invited to compete in a tournament where winners are awarded prizes.

1. Host event on a campus lawn and have teams bring tents to enhance the environment.
2. Advertise around campus with flyers and posters.
3. Determine ticket price per person, and sell tickets in advance. Allow for tickets to be purchased on the day of the event as well.
4. Create a fun environment by setting up outdoor speakers or enlisting a local band or DJ to perform during the event.

## Dodgeball Tournament ★★★

**Description:** Invite each organization or athletic team on campus to create a dodgeball team. Each team pays an entry fee to play. Give each team a “coach” who is a SAAC member. Host a cook out or BBQ during the tournament where people can buy tickets.

1. Secure a site for the event, preferably a basketball court.
2. Set a date and time for the event.
3. Secure the equipment needed for the event (balls, tables, chairs, etc.).
4. Ensure all team coaches are prepared to educate their team members on the dodgeball rules and collect all entry fees.
5. Create any marketing materials, such as dodgeball flyer, dodgeball logo or participant T-shirts.

## Golf Tournament ★★★

**Description:** This is a great idea where the funds raised through the event could benefit both your institution's athletics department and the Make-A-Wish alliance. Make sure you are clear with participants how much benefits Make-A-Wish. This fundraiser needs to be cleared with the Athletics Department before beginning.

1. Set up a date to hold the event with a local golf course.
2. Charge a flat rate of \$75 per individual to participate in the event. This rate would include 18 holes of golf and dinner. Dinner can be something as simple as hamburgers and hot dogs. Funds raised (at least 50 percent) will benefit Make-A-Wish.
3. Organize participating individuals into foursomes and let them play. Winners will receive a prize or goody bag. The prize pack may contain a gift certificate from a local restaurant or local merchandiser.

## It's All Fun And Games (CONT.)

### One Wish, One Night – Game Night ★★★

**Description:** The goal of “One Wish, One Night – Game Night” is to raise enough money in one night to sponsor a wish for your local chapter. Include games such as a hula hoop contest, limbo, pie-eating contest, and require participants to pay an entry fee for each event they would like to participate in.

**Provide winners of each event with a prize.**

1. Secure a site for the event that allows for plenty of space for multiple activities at once.
2. Set a date and time for the event.
3. Determine the games that will be played during the event – the more you have, the better!
4. Secure equipment needed for the event (hula hoops, basketballs, limbo pole, etc.).
5. Enlist a few volunteers to act as referees for each event.
6. Request donations from local retailers to use as prizes for the winners.
7. Create approved marketing materials and distribute throughout campus and to local community – the more participants you have, the more funds you will raise.
8. Work with your local chapter to determine their average cost of wish to include your Game Night’s goal in all marketing materials.
9. Sell tickets in advance and during the actual event.
10. Invite a local band or DJ to perform during the event.
11. Announce your progress to your goal throughout the night to generate excitement and encourage additional participation and donations.



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Granted at 2018  
DII Festival

# Engage The Community

## Auction ★★

**Description: Have local businesses donate items for a student-athlete sponsored auction to benefit Make-A-Wish.**

1. Have all donated items organized on a table.
2. Give each person a sign with a number to use to bid.
3. Have an auctioneer be responsible for introducing the item up for the auction and then keep track of winners by using a computer spreadsheet (a silent written auction would be a great idea as well).

## Bake Sale ★★★

**Description: This fundraiser is a hit before, during and after big games. Set up right outside the field/court, and the baked goods will be gone before you know it!**

1. Have student-athletes in the athletics department or local grocers donate goodies to the bake sale.
2. Designate team members to work shifts to sell the goodies.

## Car Wash ★

1. Find a fire department or other water resource in your area.
2. Advertise around campus and in the local community.
3. Sell tickets in advance and allow for drive-ups on the day of the event.
4. Start washing.

## College Youth Day ★★

**Description: Organize a day where students from the community come to your institution and participate in activities with your student-athletes. Individuals choosing to participate will be asked to donate a minimum of \$5 to Make-A-Wish.**

*Before the Activity:*

1. Select the date and send flyers to local elementary schools.
2. Decide times and activities.
3. Select student-athletes and teams to participate in the activity.
4. Check with the campus activities board to see if funds or a donation can be made available to provide snacks/meals, drinks and/or T-shirt for participants.

*Day of Activity:*

1. Organize participants into teams by age and/or previously determined teams.
2. Allow groups to participate in activities at each station for 15 to 20 minutes. Allow enough time for each participant to complete three to four activities.

# Engage The Community (CONT.)

## Flower Sale ★

**Description:** Nothing brightens up a tough day better than flowers. Find a local florist who will sell wholesale or donate flowers. Sell the flowers in the café or athletic center for \$1 a piece.

Flowers can be sold to the general student body and during sporting events.

## Pizza Night ★★

**Description:** Pizza parlors may allow you to sponsor a pizza night where a certain percentage from the pizza and beverages sold will be donated to Make-A-Wish on behalf of your institution.

1. Contact a local pizza parlor.
2. Set up a date and time to hold the fundraiser.
3. Advertise around school and in the local community of the special event. Let the public know that a percentage of sales from this event will go to Make-A-Wish.

## Mascot Cards ★★★

**Description:** Mascot cards are great because the money is donated to a good cause, and the recipient of the card may save money at local restaurants and businesses. Cards should be sold for \$10-\$15 with a percentage of the funds raised benefiting Make-A-Wish. Cardholders would receive the determined discount percentage from the selected businesses.

## Spare Change Drive ★

**Description:** Collect spare change in jars placed in various areas around campus (i.e., dorms, athletic centers, snack bars, cafés and ticket counters) where tickets to athletic events may be sold from students and student-athletes. Label the front of the collection jars with Make-A-Wish campaign name.

1. Gather coffee cans and milk jugs to use as collection containers.
2. Distribute clearly marked jars in places around campus.
3. Designate student-athletes to collect change on a daily basis.



### Catch These Fundraising Best Practices

#### CHAPTER SUPPORT:

Work closely with your Make-A-Wish chapter for assistance and planning – the chapter may have materials and resources you can use.

# Other FUNraising Ideas



## Stair Climb

**Materials:** Just a multiple-floor building and a trophy

**Description:** From the ground floor to the top floor, who will safely reach to the top of the staircase first? Winning individuals get a trophy for the year!

**Cost:** \$10-\$25 per person



## Bike-A-Thon

**Materials:** Stationary bikes (work to partner with a local or on-campus gym) and a gift card

**Description:** Bike for a wish. Bikers can raise personal sponsors that provide funds for the amount of time they bike (i.e., \$1 for every 10 minutes).



## Food Truck Fun

**Materials:** A food truck and space for the food truck

**Description:** Ask a food truck to come to the property and raise food prices between \$2-\$4. Additional revenue goes to Make-A-Wish.



## Ice Cream Social

**Materials:** Ice cream vendor

**Description:** Host an ice cream social event, build community and fundraise.

**Cost:** Use a fixed rate or ask for donations.



## Healthy Bake Sale

**Materials:** Find a central space to sell fresh, healthy baked goods

**Description:** For varying price points, students can purchase treats either made or purchased by other students set up in a central location to sell goods (prices should vary from \$1-\$8).



## Dishes for Wishes

**Materials:** Tables, serving ware, jars, chairs and food provided by the cook off teams

**Description:** Structure this event like a Chili Cook-off. Make it a competition between students. Vote by putting tickets or money in the jar for the dish you are voting for.



## Other FUNraising Ideas (CONT.)



### Evening of Shopping

**Materials:** Vendors and primary location

**Description:** Solicit local merchants in your area to hold a special fundraiser to benefit Make-A-Wish. Many local businesses will do a 10/10 sale (10 percent off for customer incentivizing to come, and 10 percent of sales goes to charity).



### Miracle Minute Coin Drive

**Materials:** Volunteers to collect change and buckets

**Description:** Encourage students, faculty, staff and fans to donate their change or dollars to Make-A-Wish at a sports event or residence halls.



### Pie in the Face

**Materials:** Pie containers, whipped cream, tables, table cloth and a prize

**Description:** Whip up a little fun, either as a separate event or as part of a grand finale to your Wish Week, by inviting students to donate \$5 to pie their professors, coaches and peers in the face. All you need to do is fill pie containers with whipped cream and charge \$5 per participant, the person who gets the most requests to be pied in the face wins a prize.



### Re-focus an Existing Campus Activity

**Materials:** An already existing scheduled event and a volunteer to collect donations

**Description:** Turn your end of year picnic or school event into a “wish come true for a child” by collecting a small donation at the door. You can also add a raffle or a silent auction to raise more money.

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## Five Steps to Raise \$100!

Put a call out on social media and/or your fundraising platform for friendly support of your fundraiser.

1

Ask two friends to each donate \$5

2

Ask three people on your team to each donate \$10

3

Ask three relatives to each donate \$10

4

Ask four people at your place of worship or student group to each donate \$5

5

Ask five friends on social media to each donate \$2

**TOTAL:  
\$100!**





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## Important Reminder

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 below, please contact the NCAA National Office.

**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](mailto:abenzine@ncaa.org) or 317.917.6694, or Devon Herlihy from the Make-A-Wish National Office at 602.775.5520.

**Thank you, NCAA Division II, for your time, talent and dedication to our partnership! Here's to a great year!**