

We invite your company to become a partner in our mission through the Fund-A-Wish® program. Your workplace will have the opportunity to raise or donate funds that represent the average cost of local wishes and see the impact of your efforts first hand.

FUNDRAISING AND EVENT IDEAS



MATCHING GIFTS:

As a company, match your employees' personal donations to the campaign. Show your support and double the impact!



WISH STAR PROGRAM:

Purchase Wish Stars and sell for \$1! Employees write their names on the stars, and they can be displayed around your office.



JEANS FOR WISHES:

Employees donate to Make-A-Wish in exchange for a day of wearing casual clothes of the office.



AUCTIONS OR RAFFLES:

Have employees use their networks and skills to donate to a companywide auction or raffle! Raffle off a special parking spot for employees, or an additional vacation day.



TOURNAMENTS:

Organize a golf, tennis, basketball, pool tournament. Charge a registration fee, and make it interesting with departments competing against each other!



COMPANY PICNIC:

Partner with a food truck or cater a BBQ lunch for employees, and sell lunch for \$5 a plate! Include a senior management dunk tank or pie-in-the-face contest for more fundraising!



SALES:

Organize a bake sale, garage sale, cookbook sale (with recipes from your coworkers), candy sale, flower sale, office furniture sale, book sale, etc. Make and sell t-shirts promoting your company's Make-A-Wish campaign.



INCENTIVES OR COMPETITIONS:

Provide incentives for employees to increase participation! The "winning" team gets a half-day off, a catered lunch, or entered for a raffle prize. The "losing" team has to wear pajamas to work, or participate in a public dance class. If 100% of employees participate, the office closes early one Friday.



USE WHAT YOU KNOW:

How can you incorporate fundraising into what your company is already doing. Include a donation link on your invoices! Encourage your vendors and partners to get in on the fun, or include fundraising at your holiday party.

WHY IS AN EMPLOYEE CAMPAIGN IMPORTANT?*

88% of millennials feel their job is more fulfilling when they are provided opportunities to make a positive impact on social and environmental issues

94% of consumers consider the importance of a company's responsible business practices when they define them as a being a good employer

90% of global consumers are likely to switch brands to one that is associated with a good cause, given comparable price and quality.

*2017 Cone Communications/Echo Global Csr Study

Companies across central and western North Carolina have participated in the Fund-A-Wish® program!
Here are some of their success stories:



Red Ventures encouraged employees to purchase a March Madness bracket, with the proceeds benefitting Make-A-Wish. In 3 years, they've funded 4 wishes through the program!



XPO matched employee donations, dollar for dollar, and raised the cost of 4 wishes!



All State's Helping Hands committee works to fund a wish every other year through bake sales, penny wars, picnic lunches, raffles and more.



Ralph Lauren held an online fundraising competition between facilities, including a "Jail Your Boss" competition! They raised enough money to grant 4 wishes!



At the conclusion of the campaign, companies that raise **\$10,000** or more have the opportunity to throw a "Send Off" or "Welcome Home" party for a local wish family.



Lending Tree sent wish kid Alana on her wish to go on a Disney Cruise, with a carnival featuring all of her favorite foods.



Ernst and Young acted as paparazzi as wish kid Lauren returned home from her wish to meet the cast of her favorite TV show



Crown Automotive sent wish kid Mikayla off to Disney World with a surprise party featuring her favorite princesses, Ana and Elsa from Frozen!



Corning turned their Midland plant into a castle and welcomed wish kid Jazmin home from her wish to have a tea party with princesses. She even had her own butler and tea set!