

*I wish to be a
Yosemite National
Park Ranger*

Gabe, 8
genetic disorder

Photo credit: Sweet Nectar Society



Who You Should Ask & Who You Should Not Ask

ASKING FOR IN-KIND DONATIONS

Make-A-Wish®

Who You Should Ask

RETAIL STORES

- Retail stores may be potential donors.
- Check with chapter staff before approaching any chain retailers; many stores will ask you to contact their corporate offices, which may take you outside of our chapter's territory.

CHAPTER OFFICES

Chapter staff can help your wish-granting team determine available in-kind opportunities you can utilize during the wish process, including:

- Toys from a wish closet for icebreaker gifts
- Donations for enhancement gifts
- Recommendations about local vendors to approach for a donation
- Other chapter-specific resources

Once a wish is determined:

- Work closely with your partner and chapter staff to develop a plan.
- Communicate regularly with chapter staff.
- Note any existing chapter relationships with businesses.

LOCAL BUSINESSES

Many local businesses want to give back to their communities and this is a great way to engage them in our mission.

- Donate goods for an event.
- Donate services to grant a wish.
- Donate items for a wish and/or wish enhancement.

FAMILY, FRIENDS AND CO-WORKERS

Contributions of friends, family and co-workers can help Make-A-Wish cultivate new relationships in the community.

- People may be inspired by our mission but unsure how to assist outside of a cash donation.
- Family, friends and co-workers may be interested in supporting Make-A-Wish through the donation of icebreakers and enhancements for a wish.
- They may also be able to contribute their professional skills to help complete a wish.
- Small business owners may be willing to donate an item for an event.

PERSONAL DONATION

- Volunteers can optionally choose to make an in-kind donation.
- If you contribute toward a wish, you will need to complete the required documentation.
- Every donation counts – especially yours!

Who You Should Not Ask

COMPANIES HEADQUARTERED OUTSIDE OF THE CHAPTER TERRITORY

- Each chapter maintains relationships with their local businesses and donors.
- If a company is outside of our chapter's territory, please do not reach out to them.
- If directed to contact "corporate headquarters" by a local franchise, contact chapter staff prior to moving forward.
- We do not want to jeopardize any relationships for another Make-A-Wish chapter.

LOCAL SPORTS TEAMS

- Chapter staff work closely with sports teams inside the chapter's territory.
- Prior to reaching out to a local team or player for tickets and/or autographed items, contact chapter staff to determine the appropriate steps.
- This process will help ensure fair treatment for all of our wish children while protecting any relationships we have built with the team.

NATIONAL CORPORATE SPONSORS

- We work hard to cultivate relationships that can have a lasting impact on many wish children and provide one-of-a-kind wish experiences.
- Please refrain from making additional asks of businesses that are already national corporate sponsors.
- If you think a national corporate sponsor might be able to help fulfill a specific wish or event request, please discuss your ideas with chapter staff.
- Visit [wish.org/nationalsponsors](https://www.wish.org/nationalsponsors) for a current list of sponsors.

ENTERTAINMENT & SPORTS-RELATED FIGURES

- The National Office maintains all relationships for entertainment and national sports figures.
- Respect the time these individuals provide when granting wishes.

Do not request in-kind donations, even if you:

- Know the individual personally
- Have a mutual connection with the individual
- Believe you can "ask" through various media outlets

*I wish to have
a puppy*

Mallory, 10
leukemia

Photo credit: Catherine Clay
Photography



Steps to Make an Ask

HOW TO ASK FOR IN-KIND DONATIONS

Make-A-Wish®

STEP 1: Plan for the Ask

Prepare for an in-kind request by giving yourself plenty of time. Many businesses need lead time to respond to donation requests. Also, determine items you can ask for versus items chapter staff will need to assist with.

THINGS TO REMEMBER

- Decide who will make the ask, if related to a wish.
- Identify businesses that can assist with your list of potential in-kind.
- Utilize the Who Should You Ask & Who Should You Not Ask document.
- Review any additional resources and training provided by the chapter.
- Familiarize yourself with our chapter's in-kind goals.
- Work with chapter staff for ideas and support.

STEP 2: Identify the Decision Maker

Find out who can make decisions regarding charitable donations up front rather than repeating your request several times. Usually the store manager is the best person to speak with.

STEP 3: Introduce Yourself and Make-A-Wish®

Introduce yourself as a Make-A-Wish volunteer and briefly explain our mission. If you are meeting in person, wear a Make-A-Wish branded shirt or business casual clothes.

STEP 4: Make the Ask

If your wish child is publicity eligible, share a quick story and a picture about the wish you are working on, but respect confidentiality by using only the child's first name and no identifying information. If you are requesting an item for an event, share details about the event including how the item you are requesting will have an impact on Make-A-Wish and the community.

THINGS TO REMEMBER

- Always be professional and courteous, whether on the phone or in person.
- Remember to ask for a specific item or service.
- Ask for a specific timeframe.

STEP 5: Thank the Individual or Business

If they are not providing a donation, thank them for their time and ask if they could be contacted again in the future.

If they are providing a donation, gather all the details, including:

- Contact information
- Amount of donation
- How and when the donation will be coordinated

STEP 6: Follow Up and Report

Compile all receipts and submit an in-kind donation form for each donor within two weeks. If a receipt is not provided, provide a fair market value and documentation on how you calculated the fair market value for the item and/or service. This ensures the donor receives proper acknowledgement from the chapter and that the chapter can accurately track in-kind donations. Send a personalized thank-you note to the individual or company thanking them for the donation and sharing the impact the donation had on the wish or event. Make-A-Wish will also send an acknowledgment letter for tax purposes to the donor.