

*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.