

*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