



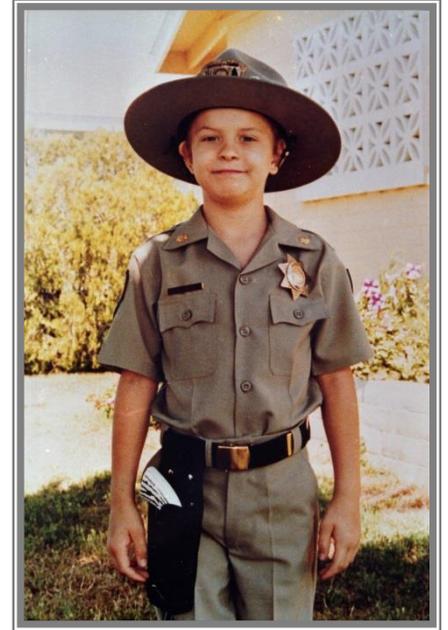
Cause-Related Marketing Information Packet

This packet will help you structure a cause-related marketing fundraiser within Make-A-Wish® guidelines. Before you can begin to use the chapter's name, a proposal must be submitted and approved and a licensing agreement must be provided by Make-A-Wish® Alaska and Washington.

Thank you for helping us create *strength, hope and transformation.*

Make-A-Wish®

ALASKA AND WASHINGTON



Make-A-Wish® was inspired in 1980 by the love that a family and friends had for a seven-year-old Phoenix boy named Chris, who had leukemia. Chris dreamed of becoming a police officer, and his family, friends and the State Highway Patrol made his wish come true – just four days before he passed away. Chris’ mother and those who helped grant his wish created Make-A-Wish® in his memory, enabling his legacy to live on in the more than 197,675 wishes that have been granted since.

Thank you for your interest in partnering with Make-A-Wish® Alaska & Washington (the “Chapter”). We appreciate your desire to help our very special children.

The Chapter is held to the highest legal and ethical standards of fundraising and we are governed by policies established by our national organization, Make-A-Wish® America. We also adhere to the principles of various watchdog agencies, including the Better Business Bureau (BBB) Wise Giving Alliance, which you are required to follow if you want to use the Make-A-Wish® name. In submitting your proposal and planning your program, there are rules that you are required to follow. Please review the following information carefully.

Cause Marketing Overview

Cause Marketing is a donation triggered by sale or other consumer action. Make-A-Wish® Alaska & Washington appreciates the opportunity to participate in local promotions that benefit the chapter while helping community businesses achieve a variety of business goals. Below are the steps necessary to license your promotion or campaign with our chapter.

Approval Process

***Note: Approval process may take up to 2 weeks**

1. Sponsor submits fundraising proposal.
2. Make-A-Wish staff meets to review proposals the 2nd and 4th Wednesday of every month.
3. Upon approval, Make-A-Wish generates licensing agreement.
4. Sponsor returns a signed copy of licensing agreement.
5. Make-A-Wish issues written approval to proceed.
6. Sponsor submits ALL promotional material to Make-A-Wish for copy review.

The Make-A-Wish name and marks are registered property of the Make-A-Wish® America and must be licensed prior to use. Until this process is complete, businesses are **not authorized** to use the Make-A-Wish name or logo in association with any promotion.

Resources Available to You

To support your effort while balancing staff resources, our chapter is able to provide varying levels of assistance based on the level of benefit to the chapter. We hope each Cause Marketing fundraiser will raise a minimum of \$2,000.

Guaranteed Donation less than \$2,000:

- Because of limited staff time and resources, all inquiries will be handled on a case-by-case basis

Guaranteed Donation of \$2,000 or more:

- Use of the chapter-specific 'Proud Supporter' Make-A-Wish logo (ALL uses of the name or logo must be approved before printing or public use)
- Marketing toolkit
- Social media graphics to share on Facebook
- Make-A-Wish confirmation letter to support your efforts

Guaranteed Donation of \$5,000 or more:

- Items above, plus:
 - Listing on the "Promotions That Give Back" page of the chapter website
 - Wish keepsake commemorating your company's fundraising achievement

Guaranteed Donation of \$10,000 or more:

- Items above, plus:
 - Use of the chapter-specific 'Proud Partner' Make-A-Wish logo (ALL uses of the name or logo must be approved before printing or public use)

- Average cost of a wish is \$10,000; therefore a wish will be granted in honor of your donation
- Collaboration with staff to promote the partnership via Make-A-Wish social media channels
- Collaboration with staff to issue one press release, providing that the promotion falls within a mutually agreeable media window
- Up to two Make-A-Wish volunteers to help at a single event associated with promotion

Donor Privacy

Make-A-Wish respects the privacy of its donors. For all cause-marketing programs, we cannot share our mailing list or send mail to constituents on behalf of third parties. We encourage other means of promotion with appropriate use of the Make-A-Wish name/logo according to the levels above. All cause-marketing programs must be approved with a signed licensing agreement stating the terms of the promotion in accordance with Better Business Bureau guidelines.

Using the Make-A-Wish® Name

Make-A-Wish America is the national organization for all Make-A-Wish chapters throughout the United States, and may become involved in any fundraising involving national celebrities or multiple state fundraising. In these cases, additional approval may be required from Make-A-Wish America.

Make-A-Wish owns certain federally registered and common law trademarks, service marks and trade names including Make-A-Wish, Make-A-Wish Foundation and the Make-A-Wish swirl-and-star logo (collectively, the “Make-A-Wish Marks”). Once your fundraiser is approved, you may then use the Make-A-Wish Marks, subject to the terms and conditions set forth herein.

Once the fundraiser has been approved, we will send you the Make-A-Wish logo:

The Make-A-Wish logo should appear as shown below in all print and/or electronic applications. The logo consists of three elements – the logotype, swirl and star. These elements should not be rearranged or altered; however, the star and swirl may be used as its own design element. Additionally, the Make-A-Wish brand no longer has a secondary stacked logo.

Rules for using the Make-A-Wish logo:

- Our logo appears at the right. It is in a typeface developed especially for Make-A-Wish Alaska and Washington and must be used as it appears.
- The name of the chapter may be used in Lato or Droid Serif typeface.
- The logo must never be used within a shape or container, be typeset, or be used within a sentence and the logo must stand separately.
- Any products you develop for your fundraiser which incorporate the Make-A-Wish logo (such as mugs or t-shirts) must be approved by the Chapter.



Rules for using the Make-A-Wish name/mark:

- When using “Make-A-Wish” in a headline, the trademark symbol (®) must follow the mark, superscripted, and one font smaller.
- When using any of our marks (“Make-A-Wish”) the trademark symbol (®) must appear after the mark, superscripted, in the first reference per body of text.
- The words “Make,” “A,” and “Wish” must all be capitalized and separated by hyphens.
- “Make-A-Wish” should be used as an adjective and not as a verb or noun describing “a wish” or “wish experience.”

Any information you distribute, publish or send out using any of the Make-A-Wish Marks, including advertisements and press releases, must be reviewed by the Chapter before it is distributed.

Language Use

Please refrain from using terms that are contrary to our mission, such as “terminally ill”, “dying”, or “last wish” when referring to our wish children. The appropriate expression is “children with critical illnesses”. This is not just the expression we use, but also the accurate and complete description of the population we serve. Of course, our organization exists to serve these kids and their families and we are always careful to use language that is sensitive to them. Many of the children for whom we have fulfilled wishes have overcome or are on their way to overcoming their medical conditions – we like to think that perhaps their wish has had a positive impact on their well-being. Your support will continue to help us reach our goal of granting a wish for every eligible child.

Contact

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Together, we create life-changing wishes for children with critical illnesses.