

Revenue Guidelines for Cause-Marketing Support

We are very grateful for your generosity and efforts in raising funds and awareness for the Make-A-Wish Foundation® of Oregon. To best support you and continue to direct most of our resources to granting wishes, our office is able to provide the following assistance based on your level of guaranteed revenue. *(Regardless of the percentage you would like to contribute from your sales, we require all cause-marketing partners to guarantee a minimum \$1,000 in order to use our name and partner with the Make-A-Wish Foundation of Oregon.)*

Donation Amount Guaranteed (MUST list amount on form):

Minimum guaranteed \$1,000 donation:

- use of chapter name and Make-A-Wish® logo (office must approve ALL uses of name before printing or public use)

\$1,500 donation:

Item above, plus:

- Make-A-Wish may write a benefit confirmation letter on behalf of company to support your efforts
- up to 100 newsletters
- up to 100 brochures
- use of banner (to be returned)

\$2,500 donation:

Items above, plus:

- Make-A-Wish representative to speak at an event associated with promotion
- detailed listing on the events page of the chapter Web site prior to promotion

\$5,000 donation:

Items above, plus:

Sponsor a local child's wish through our Adopt-A-Wish® program

- o Receive special Adopt-A-Wish gift
- o Find out details and see photos from the adopted wish experience

\$7,500 donation:

Items above, plus:

- wish child present/speak at event associated with promotion

\$10,000 donation:

Items above, plus:

- write and send one press release to media list
 - o either pre- or post-event highlights (can work with you on your preference)
 - o pending Foundation's own outreach calendar
 - o must have minimum one month's notice
- up to 2 Make-A-Wish volunteers to help at a single event associated with promotion

(PLEASE NOTE: Because we respect the privacy of our donors, we do not share our mailing list with anyone and cannot send mailings on behalf of your company's fundraiser to our database of constituents. Make-A-Wish will not be able to solicit sponsorships, partnerships or in-kind donations for your fundraising efforts.)