

HOW TO HOST A VIRTUAL WISH WEEK

SPIRIT DAYS!

Take it virtual. Have students dress up in their spirit day attire and post a photo, tagging the school account and sharing the school hashtag (#TigersGrantWishes). Your school account can then share these photos!

WISH WEEK DAILY CHALLENGES!

Monday: Sharing challenge! Post, repost, tweet, retweet. The school account will post the online fundraising link and students are encouraged to share it on their social platforms. How many times can students share other student's posts? Each student can challenge (tag) 5 friends and family to also share the post and donate online.

Tuesday: Texting Tuesday! Encourage students to text the fundraising link to 5 family and friends and ask them to donate to the page.

Wednesday: Wish Wednesday! Share your "why". Encourage students to create a short video of why they support Make-A-Wish North Texas. The best "why" wins. Share the video with a photo of the featured wish kid and the online fundraising link.

Thursday: TikTok Thursday! Have students create a TikTok to the featured wish kid's favorite song or one somehow themed around the featured wish. Make sure the students share these videos and tag the school's social media accounts.

Friday: Final Wish Week Celebration! Social media takeover. Go live! Wear your Wish Week shirts and/or spirit day attire. Announce winners from each daily competition. Share some "why" videos and TikToks. Announce fundraising total. Celebrate your success and the wishes you helped grant!

PRO TIPS!

Create a unique Wish Week hashtag to track sharing and advertise your efforts. Bonus points if the hashtag trends!

Create incentives based on sharing the fundraising link and posting spirit day photos. Can each student be entered to win a gift card to their favorite restaurant? Can you name a Wish Week King or Queen based on participation?

Encourage students to put the school's online fundraising link in their social media profile bios.

Personalize your online fundraising page with the above information and how people can support your efforts. Add photos from of your school community and the featured wish kid. If you need assistance with updating your page, please reach out to your Make-A-Wish contact.