



*I wish to
see snow*

Iris, 8
brain tumor

Families For Wishes Participation Guide

Make-A-Wish.

**FAMILIES
FOR WISHES.**

Welcome, Families!

Thank you for joining Families For Wishes! Your family's support during this holiday season will help bring joy back into the lives of children and their families.

2020 has been a year of change, a year of reflection, a year of resilience. A year of relying on new ways to connect. **Through it all, it's been about family.** We hope you are staying healthy and safe, as we navigate through uncertain days.

Now more than ever, the world needs the hope of a wish come true. Sharing your support for Make-A-Wish as a family will introduce more people to the transformational power of a wish and positively impact the ability to continue wish granting during this critical time.

This toolkit includes information about Families For Wishes and available support – all designed to make your experience enjoyable and meaningful. With help from families across the nation, we can make every wish come true for children with critical illnesses in our communities.

On behalf of the Make-A-Wish staff and families we serve, thank you!

Your Friends at Make-A-Wish



TOOLKIT CONTENT

- ✓ Families For Wishes Overview
- ✓ Your Fundraising Page & App
- ✓ Fundraising Tips and Checklist
- ✓ Sample Messages: Email & Social Media

"Her diagnosis changed a lot. We went from living and planning everything, to living in the moment. Because we just didn't know what was going to happen next. It was so scary. Everything was uncertain."

- Kristen, Iris' Mom -

Families For Wishes Overview

WHAT IS FAMILIES FOR WISHES?

Families For Wishes is a holiday campaign that celebrates the wish families currently waiting for their wish to be granted. Families all over America are invited to join the campaign to bring joy back into a family's life and raise funds for their local Make-A-Wish chapter Dec 1-31.

WHAT DO PARTICIPATING FAMILIES DO?

As a participating family – the family you're born into or the family you choose – you share within your network why you are supporting Make-A-Wish and ask for donations so more families can experience the life-changing power of a wish.

HOW MUCH DOES A FAMILY RAISE?

There is no fundraising minimum that families must reach during the campaign. **Please know Make-A-Wish is incredibly grateful for your support of wish kids and their families regardless of the amount you raise. Every dollar matters.**

HOW DOES A FAMILY SHARE THEIR MESSAGE AND COLLECT DONATIONS?

Through a personalized online fundraising page, each family shares their story and mobilizes friends, family members and/or colleagues to donate to help ensure local wishes are granted for years to come. When you register to join the campaign, you receive a personal fundraising page. Your personal fundraising page is a web page that your contacts visit to read your story and donate. The page is mobile-friendly and very easy to use. (There's even a fundraising app to make your experience simple!)

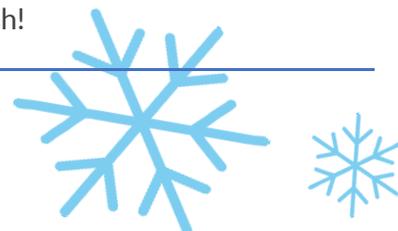
WHAT HELP IS AVAILABLE?

Whatever help you need! Each family will receive a personal fundraising page to make accepting donations simple. Make-A-Wish staff are available to help families with this page and answer any other questions you might have.

WHAT IS THE CAMPAIGN TIMELINE?

Families can register anytime after Nov 1. The official campaign timeframe is Dec 1-31. Here is a suggested timeline for families.

TIMELINE	RECOMMENDED ACTIVITY
NOVEMBER	Register for Families For Wishes. View your fundraising page; add your own photos and story to make the content personal and compelling. Download the fundraising app.
DECEMBER: Week 1	Share your page link with family/friends through email and social media. (The app makes it easy!)
DECEMBER: Week 2	Use email and social media posts to tell people you're fundraising. Share your progress.
DECEMBER: Week 3	Send follow-up messages. Everyone needs reminders!
DECEMBER: Week 4	Send final round of messages and thank donors. The campaign closes Dec 31 (<i>donations accepted until August 2021.</i>)
JANUARY 2021	Celebrate your impact on granting wishes with fellow participating families and Make-A-Wish!



Your Fundraising Page & App

Each family receives an online fundraising page from Make-A-Wish. This page is unique to your family and allows friends and family to read your story and donate online – even from a phone.

Login to the Participant Center using your username/password to update your fundraising page (tips for telling your compelling story are also included below).



LOGIN to your Participant Center

Add a family **PHOTO**

SET A GOAL & TRACK fundraising progress in real time

Tell people **WHY** you are fundraising

Use the **FREE FUNDRAISING APP**

- ✓ Fundraise from your mobile device / tablet
- ✓ Access pre-written messages for easy sharing
- ✓ Includes: Email, Facebook, Twitter, LinkedIn, WhatsApp, Snapchat, SMS Text
- ✓ Track progress in real time



Telling Your Story

- ✓ **Tell People What You Are Doing** – “2020 has been a year unlike any other. This holiday season, our family is starting a new tradition! We have decided to raise funds for Make-A-Wish to help bring joy back into a family's life.”
- ✓ **Share Why It Matters to You** – “We've been supporters of Make-A-Wish since our coworkers daughter received her wish two years ago. We saw what an uplifting experience it was for their whole family.”
- ✓ **Include How They Can Help** – “If you can, please help by donating today. Every dollar matters.”
- ✓ **Keep It Short and Sweet** – We are bombarded with content and most people skim the info they see. Tell your story in a concise and compelling way.



Fundraising Tips

More wishes are waiting than ever before and fundraising helps ensure wishes will be granted for years to come. Here are tips for asking for support during this critical time.

TELL YOUR STORY

Let family and friends know why wish granting matters to you. Your story is what they care about most. Make it personal to make it powerful.

MAKE A DONATION

If you can, get the ball rolling and donate to your family's fundraising page first. When others see you've donated (any amount), it inspires them to give.

SEND EMAILS

Email is one of the most successful fundraising methods. It's always best to email your closest contacts first, because they are most likely to support you. Try sending a message to 10 members of your inner circle and build momentum from there.

SHARE ON SOCIAL MEDIA

After sending your first emails, turn to social media. Include the link to your fundraising page when posting and add a photo for extra attention. Tagging and thanking donors while asking for new donations are great ways to spread your message.

STAY OPTIMISTIC

Make-A-Wish is incredibly grateful for your support regardless of the amount raised. During these unprecedented days, we expect people will want to support you and may not be able to through a donation. Every message you share, every \$1 you raise is meaningful.

Cooper, my fur baby, and I are saying goodbye to 2020! Help us make wishes come true for kids and their families.

#familiesforwishes
#hopeisessential
#fromourfamilytoyours

As many of you know, our son John (22) battled Leukemia when he was 8. It was a long 3 years of doctor's visits, treatments and juggling "normal" family things during an abnormal time. John's wish was such a bright spot for our whole family. This holiday season, we have a new tradition... please donate to our fundraiser to help bring joy back into another family's life through a wish come true.

LIFE WITH TWINS IS CRAZY! THIS DECEMBER, OUR CRAZY FAMILY IS FUNDRAISING TO HELP FAMILIES WAITING FOR A WISH. PLEASE DONATE TO HELP US MAKE MORE WISHES COME TRUE. ANY AMOUNT IS APPRECIATED!

This year would not have been possible without dear friends – our families are far away so we learn hard on each other. And laugh a lot! We're proud to help Make-A-Wish and the inspiring kids waiting for a wish. Instead of gifts this year, please donate to our fundraiser!

NEED HELP? CONTACT US!

Email familiesforwishes@wish.org and help is on the way!



Sample Messages

Use these Families For Wishes templates or create your own. **PRO TIP: Always include your page link and a family photo in social posts for maximum views.**

OPTION A - EMAIL ASK:

2020 has been a year of change, a year of reflection, a year of resilience. A year of relying on new ways to connect. Through it all, it's been about family.

This holiday season our family joined Families For Wishes and we're raising funds to help wish families. No matter the circumstances, every child deserves a childhood. Life-changing wishes wouldn't happen without the power of donors like you. Your support gives children much-needed hope for brighter days ahead and, together, we can continue to be a light of hope throughout this time of crisis - and beyond. If you can, please help by donating today. Every dollar raised matters. Donate now: {INSERT FUNDRAISING PAGE LINK}.

OPTION B - EMAIL ASK:

The past year has been challenging for all of us. During this worldwide health crisis, a family in your community also heard the devastating news that their child has been diagnosed with a critical illness. Hospital stays, doctor visits and treatments mean their lives will never be the same. No matter the circumstances, every child deserves a childhood. Every family deserves the hope for brighter days ahead.

That's why our family started a Families For Wishes fundraising page to benefit Make-A-Wish®. This December, we are raising money to help grant life-changing wishes for these families' children - and we need your help to reach our fundraising goal. Your support shows local families that they are not alone in their fight. This is also your family's chance to have a remarkable and everlasting impact on other families in your community. Please donate today: {INSERT FUNDRAISING PAGE LINK}.

EMAIL REMINDER:

As you know, our family joined Families For Wishes to help grant wishes and bring joy back into a family's life. Thank you to everyone who has supported our fundraising so far. I am excited to announce we are making progress toward our goal - more than \$XXX raised!

You can still contribute through the end of December. If you have not had a chance to donate yet, please donate now. Every dollar helps and will go toward making wishes come true for local children with critical illnesses. {INSEERT FUNDRAISING PAGE LINK}.

SOCIAL POST A:

FACEBOOK / INSTAGRAM / LINKEDIN

My family is supporting Make-A-Wish to help bring joy back into a family's life. Please help us reach our goal of raising \$x. Because of you, more children will receive their transformational wish. #FamiliesForWishes

TWITTER

Our family is supporting @MakeAWish to help bring joy back into a family's life. Wishes are waiting and with your help we can bring hope and joy to more wish kids and their families. #FamiliesForWishes

SOCIAL POST B:

FACEBOOK / INSTAGRAM / LINKEDIN

Make-A-Wish is important to our family, which is why we have joined Families For Wishes this holiday season. Please support our family as we raise funds to help make every wish come true. Donate today on our fundraising page!

TWITTER

Our family is starting a new tradition this holiday season by raising funds for wish families. Please donate to help make every wish come true! #FamiliesForWishes

SOCIAL POST C:

FACEBOOK / INSTAGRAM / LINKEDIN

When a wish is granted, a child replaces fear with confidence, sadness with joy and anxiety with hope. Research shows wishes have effects on children's overall well-being and health outcomes. Our family is supporting Make-A-Wish to make more wishes possible. If you can, please help by donating today. Every dollar matters. #FamiliesForWishes

TWITTER

When a wish is granted, a child replaces fear with confidence, sadness with joy and anxiety with hope. Wishes are waiting and our family is supporting @MakeAWish to help these wishes come true. #FamiliesForWishes