

WISH YOUR WAY ONLINE FUNDRAISING

SETTING UP YOUR CUSTOM PAGE

Contact Make-A-Wish Nebraska and we will create an online fundraising page for your school or group. Then you will be able to customize that page with a video and/or picture and story about your school fundraiser. Next, share the page with people **near** and **far** and ask for donations. Send emails to friends and family and post on social media. Don't forget to send friendly reminders to donate and a thank you email or post after each donation as been made! Lastly, **celebrate** your progress and feel great about raising money to help grant wishes here in Nebraska!

SHARING YOUR CAMPAIGN THROUGH SOCIAL MEDIA

Assign 1 key person to oversee posting the online fundraising page to their school media accounts. Then, ask each member of a larger group, such as Student Council, national Honor Society or DECA to share the post, expanding your network exponentially!

Kick-off Post Example: [School Name] is granting wishes! Donate today to help us reach our goal of (goal amount) to spark imagination and deliver strength to Nebraska kids with critical illnesses! (Fundraising Link)

Mid-week Reminder Post Example: We are halfway through our fundraising efforts (or Wish Week). Don't forget to support Make-A-Wish Nebraska and help grant wishes by donating to our online fundraising page. (Fundraising Link)

Last-call Post Example: We are SO close to reaching our goal and raising (goal amount) for Make-A-Wish Nebraska. Donate today and help us grant wishes! (Fundraising link)

Another idea – **make it a competition!** Award the student with the most donations made in their name with a free parking pass or yearbook. Which grade can raise the most online? That grade can then win a special prize or award! Be creative and get as many people involved as possible!

SHARING YOUR CAMPAIGN THROUGH EMAIL

We suggest emailing at least twice during your fundraising campaign.

Dear Friends and Family,

The students of (school name) are raising money to support Make-A-Wish Nebraska and their mission of granting wishes for children with critical illness. We will be holding different fundraising events the week of (event dates).

Make-A-Wish Nebraska has had the privilege of changing the lives and providing hope and joy to thousands of Nebraskan children with critical illnesses since 1983. Your donation will help them grant wishes! Help us grant wishes and provide hope for local Nebraska kids. (Fundraising Link)

Thank you for your support!

Make-A-Wish®

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FOR WISH KIDS®

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