



*I wish to go
bobsledding*

Tiago, 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 will help spark joy and create hope for children with critical illnesses and their families.

This holiday season, the warmth that so many of us associate with the holidays will be lost for a child who is isolated and vulnerable. Every child deserves a childhood full of joyful holiday experiences with their families. By granting a child's wish, you'll spark joy that will rejuvenate and help them cope with the stress of fighting a critical illness – and you'll unite families and create hope for brighter days ahead.

A child's joy is a light of hope for all of us. Sharing your support for Make-A-Wish® as a family will introduce more people to the life-changing power of a wish and help make wishes come true for children and families when they need it most.

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 and App
- ✓ Fundraising Tips and Checklist
- ✓ Sample Messages: Email and Social Media

“Every step of the wish journey provided him so much hope and possibilities. Tiago no longer dwells on what he can't do ... His wish helped him move forward with more confidence.”

- Elena, Tiago's 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 spark joy and create hope for wish families by raising funds for their local Make-A-Wish chapter Nov 30 – Dec 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 any time after Nov 1. The official campaign timeframe is Nov. 30 – Dec. 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 2022</i>).
JANUARY 2022	Celebrate your impact on granting wishes with fellow participating families and Make-A-Wish!



Your Fundraising Page and 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

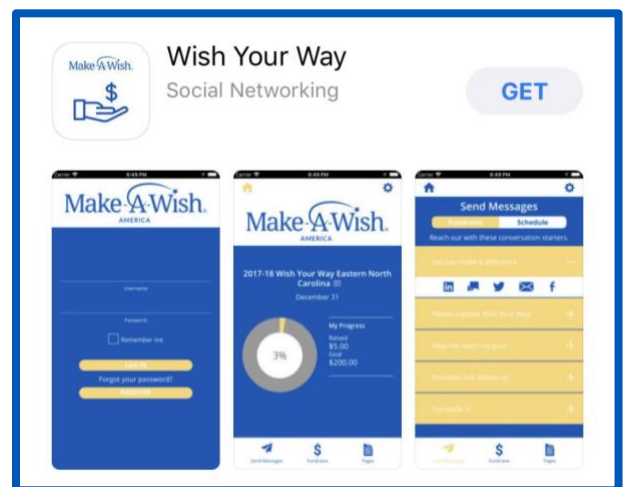
Add a family **PHOTO**

SET A GOAL AND 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** – “We all know what it feels like to wait for hope. This holiday season, our family is sparking joy and creating hope for children with critical illnesses by raising funds for Make-A-Wish.”
- ✓ **Share Why It Matters to You** – “We’ve been supporters of Make-A-Wish since our coworker’s 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. Every message you share, every \$1 you raise is meaningful.

Cooper, my fur baby, and I are starting a new holiday tradition! Help us make wishes come true for kids and their families.

#familiesforwishes
... #hopeisessential

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:

These past two years have taught us the true power of hope. We no longer take for granted what it means to have something to look forward to. This holiday season, the warmth that so many of us associate with the holidays will be lost for a child who is isolated and vulnerable. Every child deserves a childhood full of joyful holiday experiences.

That's why our family joined Families For Wishes to raise funds for Make-A-Wish® to help wish families. Life-changing wishes wouldn't happen without the power of donors like you. By granting a child's wish, you'll spark joy that will rejuvenate and help them cope with the stress of fighting a critical illness – and you'll create hope for brighter days ahead. If you can, please help by donating today. Every dollar raised matters. Spark joy. Create hope. Donate now: {INSERT FUNDRAISING PAGE LINK}.

OPTION B – EMAIL ASK:

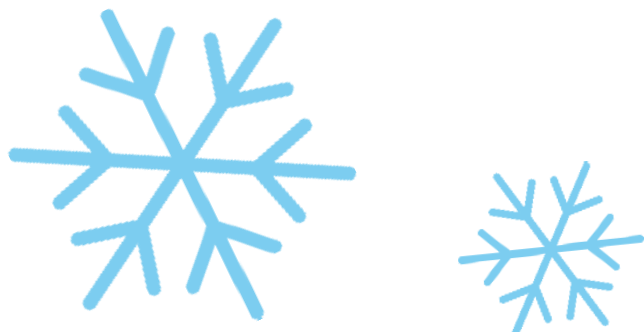
This holiday season, many of us will feel a sense of joy we haven't known for months. We'll reconnect with family and friends over holiday meals we couldn't share last year. We will travel again and visit the places we have missed so much. But for children with critical illnesses, a life of uncertainty remains. Families continue to be separated as their child undergoes treatment.

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 children and families who need it most – and we need your help to reach our fundraising goal. Your support shows local families that they are not alone in their fight. A child's joy is a light of hope for all of us. Spark joy. Create hope. Please donate today: {INSERT FUNDRAISING PAGE LINK}.

EMAIL REMINDER:

As you know, our family joined Families For Wishes to help spark joy and create hope for wish kids. 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. {INSERT FUNDRAISING PAGE LINK}.



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.

SOCIAL POST A:

FACEBOOK / INSTAGRAM / LINKEDIN

My family is supporting Make-A-Wish to help spark joy and create hope for children with critical illnesses and their families. Please help us reach our goal of raising \$XXX. A child's joy is a light of hope for all of us. With your help, we can make wishes come true. Spark joy. Create hope. Donate today. #FamiliesForWishes

TWITTER

My family is supporting @MakeAWish to spark joy and create hope for children with critical illnesses. Please help us reach our goal of raising \$XXX. With your help, we can make wishes come true. Spark joy. Create hope. Donate today. #FamiliesForWishes

SOCIAL POST B:

FACEBOOK / INSTAGRAM / LINKEDIN

Our family is supporting Make-A-Wish to help grant wishes for children with critical illnesses. This holiday season, spark joy for a child when they need it most – and create hope for all who support them in their fight. Together, we can make every wish come true. Donate today. #FamiliesForWishes

TWITTER

Our family is supporting @MakeAWish to help grant wishes. This holiday season, spark joy for a child with a critical illness – and create hope for all who support them in their fight. Together, we can make every wish come true. Donate today. #FamiliesForWishes

SOCIAL POST C:

FACEBOOK / INSTAGRAM / LINKEDIN

Every child deserves a childhood full of joyful holiday experiences. By granting a child's wish, you'll spark joy that will rejuvenate and help them cope with the stress of fighting a critical illness – and you'll create hope for brighter days ahead. That's why our family is supporting Make-A-Wish. If you can, please help by donating today. Every dollar matters. #FamiliesForWishes

TWITTER

Every child deserves a childhood full of joyful holiday experiences. By granting wishes, you'll spark joy and create hope for brighter days ahead. That's why our family is fundraising for Make-A-Wish. Support our family by donating today. #FamiliesForWishes



IMPORTANT DATES

Date: November 30th – Campaign Kickoff

Date: December 31st - Campaign Concludes

IMPORTANT LINKS

Make-A-Wish Chapter Name:

Chapter Website:

Chapter on Facebook:

Chapter on Twitter:

Chapter on Instagram:

Campaign Hashtags:

HERE TO HELP

Contact Name 1:

Title:

Phone:

Email:

Contact Name 2:

Title :

Phone:

Email:



Make-A-Wish[®]

**FAMILIES
FOR WISHES.**