

ALL STAR Participation Guide



Welcome, All Star!

Thank you for joining our Walk for Wishes All Star community. You are among our most motivated supporters who bring hope and joy to children and families when they need it most.

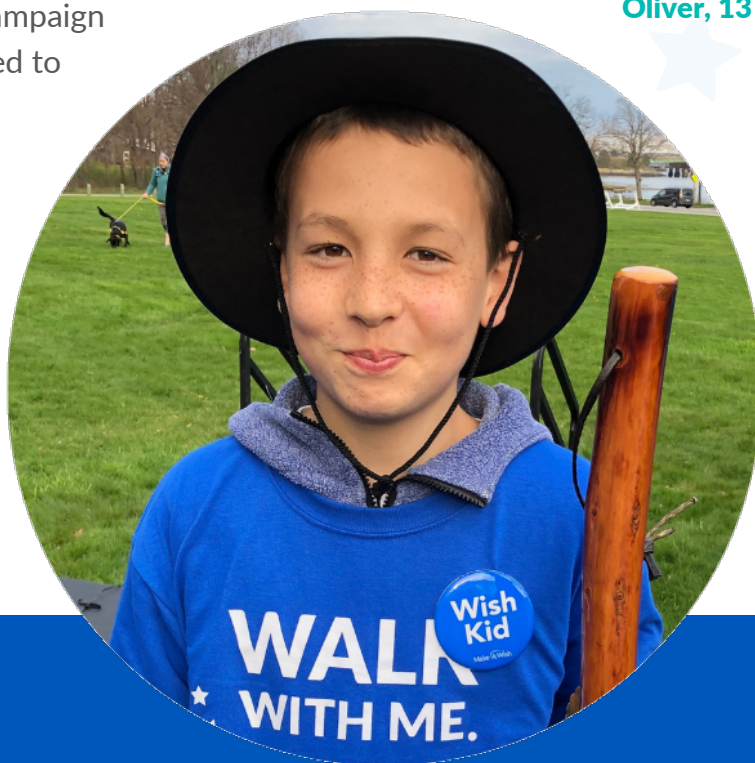
*I wish to go on a
mountain hiking
adventure*

Oliver, 13

This toolkit includes information about the All Star campaign and available support. Everything in this kit is designed to make your experience enjoyable and meaningful. With your support, many more people will discover the life-changing power of a wish and, together, we can make even more wishes come true for children with critical illnesses in our community.

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

Your Friends at Make-A-Wish Maine



TOOLKIT CONTENT

- ✓ Walk All Star Overview
- ✓ Your Fundraising Page & App
- ✓ Fundraising Tips and Checklist
- ✓ Sample Messages: Email & Social Media
- ✓ Virtual Fundraising Ideas

"Most importantly for us, Ollie thrived throughout the trip. He was relaxed and in his element in the wilderness, far away from the demands of home and therapy."

- Mary, Wish Mom

All Stars Overview

WHAT IS THE ALL STAR CAMPAIGN?

The Walk for Wishes All Star campaign is designed to provide additional support and highlight the stories of a highly motivated group of individuals – All Stars.

WHAT DOES A WALK ALL STAR DO?

As an All Star, you share the reasons why you support Make-A-Wish with your network. You tell your story and invite your friends join your team, to donate and help more wish kids and families experience the life-changing power of a wish.

HOW MUCH DOES A WALK ALL STAR RAISE?

Each All Star strives to raise \$500 during the campaign. **Please know that Make-A-Wish is incredibly grateful for your support of wish kids regardless of the amount you raise. Every dollar matters.**

HOW DOES A WALK ALL STAR SHARE THEIR MESSAGE AND COLLECT DONATIONS?

Through a personalized Walk for Wishes online fundraising page, each All Star shares their story and mobilizes friends, family members and/or colleagues to donate to help ensure local wishes are granted for years to come. Your personal fundraising page is a webpage 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! After registering for the Walk for Wishes online, you will receive a personal fundraising page to make accepting donations simple. Make-A-Wish staff are available to help with this page and answer any other questions you may have.

WHAT IS THE CAMPAIGN TIMELINE?

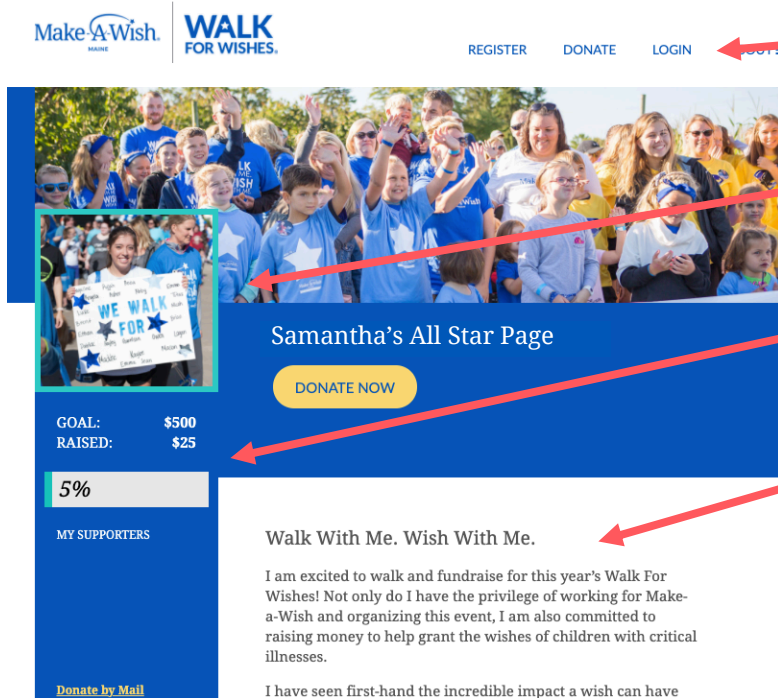
The official campaign timeframe is February 19 – May 19. Here is a suggested timeline for All Stars.

TIMELINE	RECOMMENDED ACTIVITY
REGISTER	Register for the Walk for Wishes to receive your fundraising page. Add your own photos and story to make the content personal and compelling.
Week 1 : KICKOFF	Share your page link with family/friends through email and social media. (The Walk for Wishes app makes it easy!)
Week 2-5 : SHARE & FUNDRAISE	Use email and social media posts to tell people you're fundraising. Share your progress. Use our Virtual Fundraising Ideas to get creative with your supporters and activities!
Week 6 : REMIND	Send follow-up messages. Everyone needs reminders! <i>The deadline to reach \$500 and receive the special T-shirt is May 1st.</i>
Week 7 : FINISH STRONG	Send final round of messages and thank donors. The campaign closes on May 19 th (<i>donations accepted until August 2022.</i>)
CELEBRATE	On May 19 th , celebrate your impact on granting wishes with fellow participants and Make-A-Wish! Drop off donations, pick up your swag, and let us say "Thank You" by joining us at one our Walk for Wishes events in Bangor or Portland. Registration begins at 5 PM, Walk will start at 6 PM. <i>Mailing options also available if you are participating virtually.</i>

Your Fundraising Page and App

When you register for the Walk for Wishes, you will receive an online fundraising page from Make-A-Wish. This page is unique to you and allows your friends and family to read your story and donate online – even from a phone. Personalizing your page with photos and a message is the first step in sharing why you've accepted the challenge to become an All Star.

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

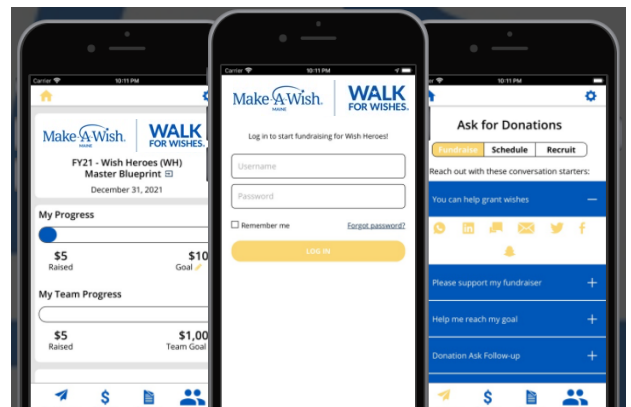
Add a **PHOTO**

TRACK fundraising progress in real time

Tell people **WHY** you are supporting Make-A-Wish as an All Star

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** – "Now more than ever, wish kids need the hope of a wish-come-true and I've accepted a challenge to become a Walk for Wishes All Star. I'm striving to raise funds for Make-A-Wish to help grant life-changing wishes for wish kids who need it most."
- ✓ **Share Why It Matters to You** – "We've been supporters of Make-A-Wish since our friend'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

Now more than ever, children with critical illnesses need the hope of a wish-come-true. Fundraising helps ensure wishes will be granted when wish kids need them most. 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 Walk for Wishes 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.

*I wish to be a
firefighter*

Tyren, 3
heart transplant



Sample Messages

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

EMAIL – OPTION 1

I hope you are staying healthy and safe as we navigate through these challenging days. Our families, friends and communities are more important than ever and I'm sending you well wishes from near and far. **Now more than ever, children with critical illnesses need the hope of a wish-come-true.**

This spring, I'm striving to raise **\$500** as an All Star for the Make-A-Wish® Walk for Wishes. When a wish is granted, a child replaces fear with confidence, sadness with joy and anxiety with hope. Research shows that children who have wishes granted can build the physical and emotional strength they need to fight a critical illness.

There are few things more powerful than experiencing the transformational impact of a wish-come-true. As a **[wish parent/former wish child/volunteer/supporter]**, I have seen firsthand the life-changing power of a wish. Right now, helping more kids find hope is something we all have the power to do. If you can, please help by donating today. Every dollar matters. Donate now: **[INSERT LINK TO YOUR PERSONAL FUNDRAISING WEBPAGE]**

EMAIL – OPTION 2

The past year has been challenging for all of us. During this worldwide health crisis, a family in your community also hears 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 hope for brighter days ahead.

That's why I accepted the challenge to be a Walk for Wishes All Star in support of Make-A-Wish®. This month, I am raising money to help grant life-changing wishes for children and families when they need it most – and I need your help to reach our fundraising goal. Your support shows local families that they are not alone in their fight. Together, we will create hope and joy for wish kids and help create more transformative wishes. If you are able, please donate today: **[INSERT FUNDRAISING PAGE LINK]**.

EMAIL – REMINDER

As you know, I accepted the challenge to be an All Star with Make-A-Wish® to help create hope for children when they need it most. Thank you to everyone who has supported my fundraising so far. I am excited to announce I am making progress toward my goal – more than **\$XXX** raised!

You can still contribute through May 19th. 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]**.

SOCIAL POST 1 - Feel free to tag @MakeAWishMaine in your posts!

FACEBOOK / LINKEDIN / INSTAGRAM

I'm supporting Make-A-Wish to help grant the wish of every eligible child! A wish begins with hope. Hope begins with you. Please help me create hope and reach my goal of raising **\$500**. Thanks to you, more children will receive their life-changing wish when they need it most. Donate today at: **[LINK]** #WalkForWishesME

TWITTER

I'm supporting Make-A-Wish to help grant life-changing wishes. Please help me create hope and reach my goal of raising \$500. Thanks to you, more kids will receive a wish when they need it most: **[LINK]** #WalkForWishesME

SOCIAL POST 2 – Feel free to tag @MakeAWishMaine in your posts!

FACEBOOK / LINKEDIN / INSTAGRAM

When a wish is granted, a child replaces fear with confidence, sadness with joy and anxiety with hope. Research shows that children who have wishes granted can build the physical and emotional strength they need to fight a critical illness. I am supporting Make-A-Wish to create hope and help make more wishes come true. If you can, please help by donating today at **[LINK]**. #WalkForWishesME

TWITTER

When a wish is granted, a child replaces fear with confidence, sadness with joy and anxiety with hope. I am supporting Make-A-Wish to make more wishes possible. A wish begins with hope. Hope begins with you. Please help create hope by donating today at **[LINK]**. #WalkForWishesME