

ALL STAR Participation Guide

Make-A-Wish®
WALK
FOR WISHES®

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
nervous system disorder

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?

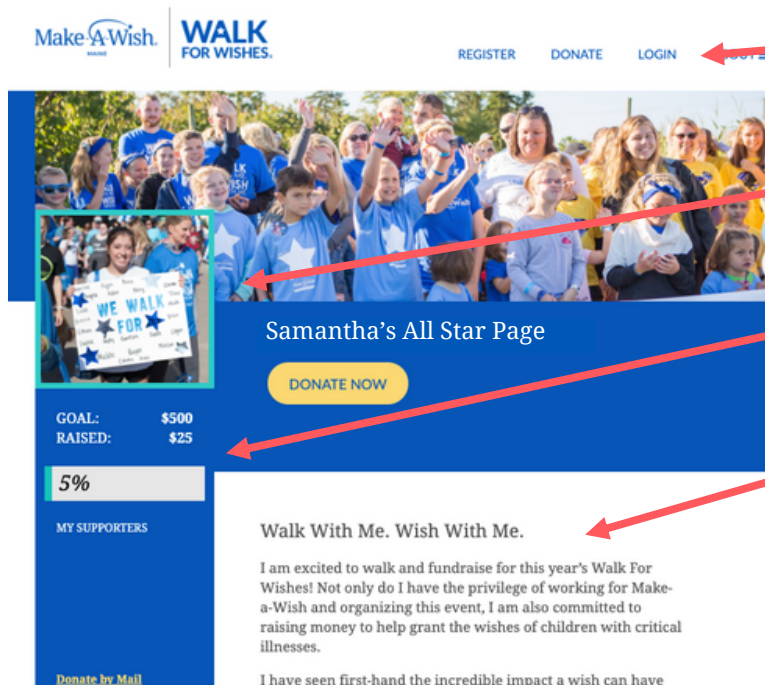
The official campaign timeframe is March 18th – May 18th. Here is a suggested timeline for All Stars.

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 All Star swag is May 1st.</i>
WEEK 7: FINISH STRONG	Send final round of messages and thank donors. The campaign closes on May 18th (donations accepted until August 2023).
CELEBRATE	On May 18th, celebrate your impact on granting wishes with fellow participants and Make-A-Wish! Join us at our 2023 Walk for Wishes in Bangor or Portland. Check-in begins at both sites at 5 PM and the program and Walk begin at 6 PM.

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

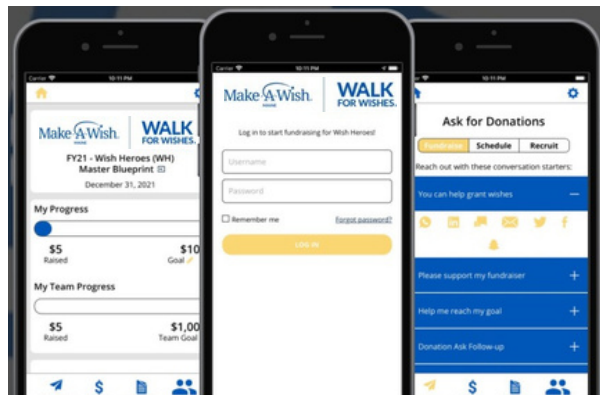
Add a **PHOTO**

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 have
a She Shed*

Mamie, 10



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 20th. 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 the Make-A-Wish chapter 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

Fundraising Ideas



- **Bingo** – Find a bingo board online and have people donate to play along
- **Sing A Song** – Donors give a suggested amount to your page and select a song for you to sing karaoke style
- **Letter Writing** – Write a personal letter and mail it to your first 15 donors
- **Share A Recipe** – Offer to share a recipe for anyone who donates to your page on a specific day
- **Embarrassing Photo** – Set a mini-goal and post an embarrassing photo when you reach the set amount
- **Glitter Bomb** – Put glitter in an envelope and tell someone they have mail; record their reaction
- **Dress Like A Superhero** – Share a photo of yourself dressed like your favorite superhero and share your link
- **Pie In The Face** – Livestream yourself being pied in the face
- **Wear A Rival Jersey** – Offer to post a photo in a rival team's gear for \$ 40
- **Retweets Or Likes For \$** - Donate \$1 for every like or retweet a post with your link receives
- **Wine Swap** – A 21+ version of Secret Santa that can be done year-round; donate to participate, and you will pair them with other participants to swap their favorite bottle of wine
- **Book Swap** – Like the above challenge, but for books and all ages
- **No Shave Challenge** – Ask people to donate to keep growing your beard – each donation equals another day of growing.
- **Phone-A-Thon** – Spend one weekend calling everyone you can think of to ask for donations, and enlist friends and family to help
- **Chopped Competition** – Host your own episode of Chopped; the four largest donors each choose an ingredient; then cook your dish in a recorded video or Facebook Live
- **Design Contest** – Work with other participants to design shirts for the campaign; have people donate to vote for their favorite design
- **Sell T-Shirts** – Create a personalized t-shirt with Custom Ink and sell them to your donors
- **Snail Mail Candygrams** – Send a personal message to donors with your favorite candy to let them know how sweet they are
- **Chain of Stars** – Cut out paper stars and chain them together each time you receive a donation to show the impact donors are making
- **Envelope Fundraiser** – Include a pre-stamped envelope with another snail mail fundraiser and ask people to send it back with cash donations
- **Bake Sale** – Bake your favorite desserts and post pictures with prices; mail to the donors or have an in-person Bake Sale!
- **Paint A Mailbox** – Offer to draw something on donors' mailboxes or driveways
- **Step-A-Thon** – Offer up a challenge with your favorite step counting device and get others to donate to try to beat your steps
- **Birthday Donations** - Ask people to donate to your link rather than get you a birthday gift
- **Host A Roast** – You don't need Comedy Central to host your own roast; suggest \$5 for online attendance
- **Erase The Board** – Place sticky notes numbered \$1-\$50 on a poster; sticky notes are replaced with donor names when the corresponding donations are made
- **Auction** – Host a garage sale from items from your own home or from your neighborhood and sell on Facebook Marketplace or on an app like Poshmark. Deliver items on porches or through the mail! Donate your earnings to your fundraising page.
- **Polar Bear Plunge Challenge** – Have people donate to your link as they share getting cold water dumped on them!
- **Piggy Bank Collection** – Empty your own piggy bank, and have friends and family drop off coins at your door. Lots of coins add up quickly!
- **Sell Custom Bracelets** – Either make your own bracelets with beads and/or string, or order ones to your liking
- **Jellybean Lottery** – Fill a jar with jellybeans (or paperclips, marbles, etc.) and suggest a donation for friends to guess how many are in the jar!
- **Raffle** – Raffle off any high-value items or services (raking leaves, cooking a meal, etc.) and pull tickets for the winners!
- **Give It Up** – Pledge to give something up (like a favorite food) until you reach your fundraising goal
- **Pet Costume Contest** – Post a picture of your pet in costume with a caption about how they are handling work from home
- **Cute Baby Contest** – Share a photo of yourself as a kid and what your wish would be
- **Paint Party** – Host your own painting class and invite others to join with a suggested donation amount to attend
- **Poker Party** – Play dealer and host your own casino night; donations cover the ante
- **See A Star Challenge** – See a star send a star; post a photo of a star on your story along with your link and tag 5 friends to repost
- **Personal Scavenger Hunt** – Create a virtual scavenger hunt and ask people to share the weirdest thing they forgot they own
- **Message Of Hope** – Offer a Message of Hope for wish kids that are waiting (see our Facebook page for details) with your fundraising link



Questions? We're here to help!

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