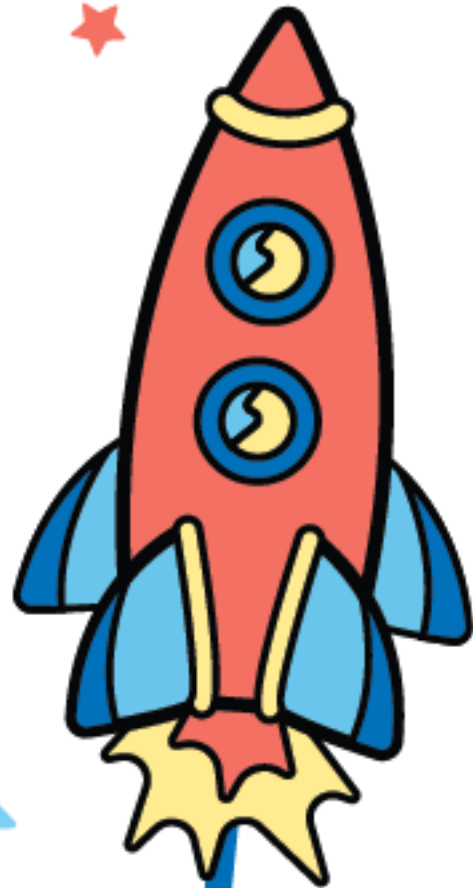


WISH JOURNEY



Wish Boost Playbook

Make-A-Wish®





WISH BOOST PLAYBOOK

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Definition of Wish Boost

The term “Wish Enhancement” has long been associated with the small gifts and surprises provided by Make-A-Wish® staff or volunteers to create additional excitement as the child’s wish is granted. Moving forward, the term “Wish Enhancement” will be replaced with the term “Wish Boost”. This new term is intended as a reminder that the wish experience can be boosted with excitement and special touches throughout the process rather than just when the wish is granted. The goal is to create a relationship with the child and family along the way as opposed to waiting until the wish is delivered to add enhancements.



Wish Boosts build a child’s anticipation and engage the family throughout the Wish Journey. Wish Boosts aim to provide ongoing reminders of the extensive network of supporters rallying around each wish kid. At minimum, we recommend that each child receives three to four Wish Boosts that are spread throughout their journey.

Make-A-Wish strives to exceed the expectations of both the wish kid and wish family when granting the child’s wish. Wish Boosts are the special touches that turn a wish into an experience that will be remembered for a lifetime. For Wish Boosts to have the greatest impact, they should be tailored to the wish kid and family. The expectation is that volunteers will source discounts or donations for all Wish Boosts.

Examples of appropriate Wish Boosts at various times in the Wish Journey, as well as some other items for consideration, are provided in the following pages.





Ideas for General Wish Boosts (Could be given at beginning, middle and completion of the Wish Journey): These boosts can be provided to the wish kid to build excitement throughout the entire Wish Journey. These should be integrated into the communication plan you've developed. We encourage you to communicate any boost ideas with chapter staff to confirm if resources are already available.

Wish Boost Planning Tool interactive chart included – See page 15

Month-by-Month Ideas (depending on the time of year the wish takes place)

January	Call/text to say Happy New Year.
February	Send a Valentine's Day card to let your child know that you LOVE being their wish granter.
March	Send green items for St. Patrick's Day.
April	Call/text to wish him/her a happy World Wish Day (April 29)!
May	Send a packet of seeds for the child to plant and watch grow while waiting for their wish.
June	Call/text to share a few funny kid-friendly jokes.
July	Wish the family a happy Independence Day.
August	National Friendship Day – send a card letting your wish kid know you are happy to know him/her.
September	Send a back-to-school pack.
October	Send a candy pack for Halloween. Make sure the parents/legal guardians are OK with it first.
November	Happy Thanksgiving. Call/text to say how thankful you are to be the child's wish granter.
December	Send a card/gift commemorating the holiday the family celebrates.

Other Wish Boost Ideas



- Emails, anticipation postcards or snail-mail letters to keep in touch with the child (postcards provided at the back of this packet)



- Virtual game night
- Utilizing the Toy Closet at The Wishing Place.
- Scrapbook to keep memorabilia from the entire Wish Journey.
- Birthdays and holidays: Don't forget your wish kid on these important days.
- Personalized gifts unique to your wish kid (e.g., arts and crafts, coloring books, puzzles, games, makeup, sports equipment, items with his/her favorite cartoon character, etc.)
- Make-A-Wish "mailbox" where you can secretly deliver gifts from time to time
- Official Make-A-Wish branded proclamation
- Edible arrangements (e.g., fruit, personalized cookies, etc.; consider any allergies)
- Decorations – crepe paper, doorway fringe curtain, blue stars on the wall, Make-A-Wish sign or banner

Ideas for Virtual Wish Boosts

We appreciate the teamwork between all parties as we work together to create life-changing wishes for children with critical illnesses. As we engage with wish kids in a virtual setting, the following boost ideas could be considered.

Staying Connected Boosts

- Call your wish kid just to say hi.
- Record yourself reading your wish kid's favorite book and send them the video.
- Take a virtual tour of a museum, zoo or theme park with your wish kid.
- Virtually walk the trails of a national park together.
- Send your wish kid a fun picture of you each day so they can get to know you more.
- Become virtual pen pals with your wish kid sharing updates about their day, sending encouragement and what they are most looking forward to on their wish.
- Create a TikTok video for your wish kid.
- Ask your wish kid to create an online vision board to share some things they are looking forward to on their wish. It is a great way for the wish kid to work on their ultimate vision to help make it come to life.

Other Virtual Boost Ideas (Online Resources to Access)



- Ship a gift or send an e-gift card from a national corporate partner.
- Create a [Madlib](#) for your wish kid.
- Play a game with your wish kid on the [Houseparty](#) app.
- Order a personalized beach bag, flip flops or towel for your wish kid who wants to travel to a beach.
- Design a [word search](#) using words that describe their wish.
- Create a [crossword puzzle](#) for your wish kid using words/phrases that describe their wish.
- Design an online jigsaw puzzle for your wish kid tailored to their wish.
- Send a [Sugarwish](#) experience allowing your wish kid the chance to be a kid in a virtual candy store. (Use the code “Make-A-Wish” to receive 15 percent off all gifts sent through their site.)
- Take a trip to the [Harry Potter at Home hub](#) to explore fun articles, quizzes, puzzles and more.
- Visit the [Mattel Playroom](#) and send your wish kid one of the weekly activities.

Boost Ideas/Considerations for Nonverbal Wish Kids

- **Multisensory Appeal:** Does the toy respond with lights, sounds or movement? Are there contrasting colors? Does it have a scent? Is there a texture?
- **Method of Activation:** Will the toy provide a challenge without frustration? What is the force required to activate? What are the number and complexity of steps required to activate?
- **Where the Toy Will Be Used:** Can the toy be used in a variety of positions, such as side-lying or on a wheelchair tray? Is the toy easy to store? Is there space in the home?
- **Adjustability:** Does the toy have adjustable height, sound volume, speed and level of difficulty?
- **Child’s Individual Characteristics:** Does the toy provide activities that reflect both developmental and chronological ages? Does it reflect the child’s interest and developmental age?
- **Potential for Interaction:** Will the child be an active participant during use? Will the toy encourage social interaction with others?

Useful websites to browse for ideas for nonverbal kids:

- [eSpecial Needs Toys](#)
- [Flaghouse](#)[®]
- [Southpaw](#)[®]

Wish Boost Ideas (Mid-Wish Journey)

Ideas for Wish Approval Boosts



Once your chapter has informed you that the wish has been approved, Wish Boosts go along with sharing that news with the family. Before this moment, the wish kid will not know that he/she will be receiving his/her wish!

- Present a countdown calendar to help the child enjoy the anticipation of the wish. This could be an actual calendar for the child to cross off days, add stickers, etc., or a paper chain calendar with facts about the wish on each link.
- Send a themed box with items related to the wish.
- Create a treasure or scavenger hunt with clues leading to the announcement that the child's wish is approved.
- Order a custom puzzle with the words "Your wish is being granted!"
- Deliver a "special" letter to the child.
- Surprise the child at home with his/her favorite dinner or dessert.
- Provide fun facts about the wish quarterly.
- Create a flip chart with special messages or pictures of the wish.
- Send postcards from the destination for travel wishes.

*I wish to have
videography
equipment*

Pua, 15
cancer



Ideas for Wish Fulfillment Boosts (Mid-Wish Journey)

Plan a way to celebrate the wish, whether it's ahead of time or on the actual wish day. If appropriate, the child's friends and family can be invited to help celebrate.

- Specialty cake based on the theme of the wish
- Favorite meal or dessert delivery
- Meal at a restaurant or dessert shop
- A mystery box with many layers of wrapping or boxes to create anticipation
- A special outfit for the child to wear on their wish day
- Photo album or scrapbook to help preserve memories
- Matte picture frame or autograph book for guests to write messages
- Travel bag filled with maps, travel books, journals, games to play in transit, disposable cameras for the kids and snacks
- Gift basket with items appropriate for destination, activities or season
- Daily surprises: Send small items with the wish kid to be opened on each day of the wish
- Deliver the wish in a special way: scavenger hunt, drone drop-off, sports car drive by, messenger on horseback, fire truck, etc.
- Purchase accessories to help complete the wish, such as a customized skin for a laptop, personal shopping bags, picture frames, etc.
- Send the child and family to the movies or on another outing while you complete the wish
- Coordinate wish-related lessons leading up to the wish experience (gaming, music, singing, ballet, etc.)
- Stock the limousine (if applicable) with snacks for the ride
- Coordinate with the parents/legal guardians to have the departure for the wish be a complete surprise to the wish kid

Identify Wish Type (Mid-Wish Journey)

(Boosts can be given once wish is officially approved)



Celebrity-Related Wish Boosts

Important Notes:

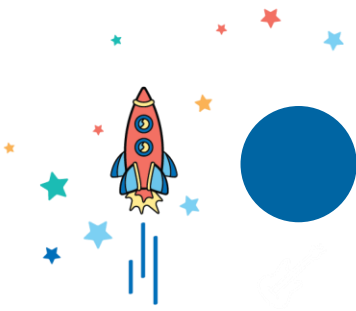
- Boosts related to a specific celebrity should not be sent until the wish date is confirmed.
- Celebrities (and celebrity teams) should never be approached by volunteers for items or messages to use as a boost.
- WG Guideline 7.5 Celebrity Wishes: "... Celebrity wish enhancements (e.g., wish announcement videos, social media messages, autographs, etc.) will only be permitted for wishes involving celebrities and wishes to be a celebrity or be famous, and may include no more than three asks to celebrities to be determined on a case-by-case basis. There may be additional limits for larger event or group wishes. Celebrity video wish announcement messages may be considered on a case-by-case basis, subject to the discretion of the designated Make-A-Wish contact, if the wish has a reasonable connection to a particular celebrity. This does not apply to the involvement of local celebrities (sports teams, newscasters, etc.) in wishes."

General Celebrity-Related Boost Ideas

- Swag purchased from celeb/influencer website (Autographed items may be available online for purchase. We encourage you to purchase items directly from official celebrity or parent organization websites or ensure that the product is a licensed brand.)
- Master Class related to wish
- Headphones or devices for virtual wish meet and greet
- Overnight stay at a local hotel or Airbnb for a virtual meet and greet
- Cardboard cutouts of favorite celebrity
- Scavenger hunt to wish reveal (great for volunteer/community engagement)
- Streaming service subscription
- Magazine or other web subscriptions
- Online fan club membership
- Celebrity products/favorite things
- Trivia game/fun facts sent regularly

Chef/Cooking-Related Wishes

- Personalized apron, chef's hat or oven mitts
- Cookbooks and/or cooking classes
- Recipe of the month – send ingredients to family



- Cook-off competition with friends/family/volunteers
- Spices, cooking utensils

Music-Related Wishes

- iTunes gift card
- Gift card or pre-paid subscription to iTunes, Apple Music, Spotify, Amazon music, etc.
- Headphones
- Personalized star sign for the child's door (like a VIP dressing room)
- Red carpet
- Make VIP or "Backstage Pass" lanyards for the whole family
- Drop off a "party box" to set up the meet-and-greet space like a green room
- Karaoke night with friends/family/volunteers
- Karaoke machine
- Make playlists for trips to treatments

Movie-Related Wishes

- Custom movie poster as wish announcement
- "Movie night in a box" – Netflix or Redbox gift card, popcorn, boxed candy, soda or other favorite drink, cozy blanket
- Gift card to local movie theater
- Personalized director's chair
- Red carpet
- Themed movie nights
- Subscription or individual copy of magazine such as People or Entertainment Weekly

Fashion-Related Wishes

- Fashion magazines
- Designer books
- Calendar photoshoot
- Sewing kits
- Makeup doll
- Dress mannequin
- Makeup must-haves
- Makeover party with friends, family or volunteers
- "Spa day in a box" – masks, headband, manicure set, cozy robe and slippers, etc.

YouTube/Gaming-Related Wishes

- Headset or ring light
- Gift cards: Best Buy, GameStop
- Nanoleaf Light Panels



- Gaming “money” for in-game purchases
- Accessories: gaming chair, mini-fridge stocked with favorite drinks and snacks, floor fan, special lighting
- Video editing software

Sports-Related Wishes

- Kid’s favorite player’s jersey or shoes
- Research player’s sponsors and put together “sponsor pack”
- WWE Champion belt
- Gift cards (PGA Superstore, NBA, MLB, NHL, MLS)
- Sporting equipment
- Sports-themed movie night
- Sports Illustrated for Kids/Sports Illustrated subscription
- Sports trading cards



*I wish to have a
baseball field in
my backyard*

Thomas, 10
neuromuscular
disorder

Post-Wish Boosts (Completion of Wish)





Post-wish visits provide you with an opportunity to hear all about the family's experience, thoughts and reflections after the wish has been granted. Be sure to share photos, quotes and general feedback with chapter staff.

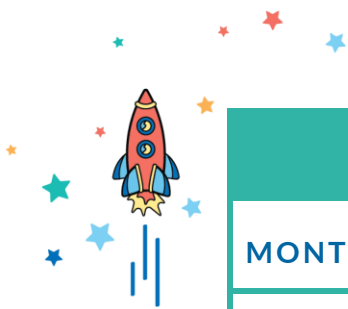
- Gift card to create a memory book from their wish
- Create a photo album or scrapbook

Additional Resources Available – Please Ask Your Volunteer Manager

- In-Kind, Steps to Make an Ask
- In-Kind, Who Should You Ask and Who You Should Not Ask
- Comprehensive guide to assist in working with kids ages 2.5 to 18
- Comprehensive guide to assist in working with adolescent kids ages 12 to 18
- Comprehensive guide to assist in working with school aged kids ages 6 to 11
- Comprehensive guide to assist in working with young kids ages 2.5 to 5

WISH BOOST

Starter Kit



YOUR MONTHLY PLANNING TOOL

MONTH	BOOST OR KEY TOUCHPOINT
1:	Idea: Discovery visit! Bring an icebreaker game and small gift
2:	Idea: Send "It was so nice to meet you!" postcard
3:	Idea: Drop off a holiday-related goody (e.g., Valentine & candy)
4:	Idea: Host a virtual game night over Zoom
5:	Idea: Send "Thinking of you" postcard
6:	Idea: Deliver a card and balloons for your wish child's birthday