



## **Bring the Wonder of Wishes to the Workplace** *Engage Companies to Help Make Wishes Come True*

**WishMakers at Work** is a turnkey fundraising program for a company to provide employees the opportunity to support a cause that brings hope to children when they need it most. Research shows that employees want to engage in charitable activities. Partnering with Make-A-Wish® serves as an occasion to bring them together as a team making a lasting impact for a child with a critical illness.

### ***A company can benefit from the partnership thru:***

- Increased sales thru demonstrated social responsibility in the local community
- Enhanced employee morale: rallying around a cause increases productivity, retention and employer pride (HR can incorporate in recruitment efforts); enhance your culture
- Public alignment with top charitable brand: Make-A-Wish is #2 most trusted and loved brand (2024 Morning Consult)
- Recognition amongst industry peers for charitable support

### **How it Works**

We partner with a company to create a custom campaign that is mission-focused, fun for employees and aligns with their calendar of giving. Every campaign has a set timeframe...can be for one day, one week or one month...and will consist of employee donation engagement activities(s). Our team is at the ready to provide suggestions of campaign fundraising events or activities based on a company's ability to implement and its culture. The most successful campaigns are supported at the executive level and consist of an employee champion(s) and/or committee to coordinate all the planning. The champion role can be a leadership development opportunity and/or recognition for an individual. Our team will attend a kickoff and be accompanied by a wish speaker to allow the employees a tangible connection to the mission.

Our goal is to make it as easy as possible for a corporate partner to plan and execute a fundraising campaign. We provide tools and templates that include the following aspects:

- Free payroll deduction platform (Frontstream)
- Company fundraising page (Wish Your Way)
- Campaign activity/event concept one-pager
- Employer email & social media templates to promote the campaign
- Wish stories throughout campaign to keep mission at the forefront
- Coordination of a wish reveal or celebration party (if applicable) for one of our wish kids