

WISH SHARING 101

Your handy guide to wish publicity



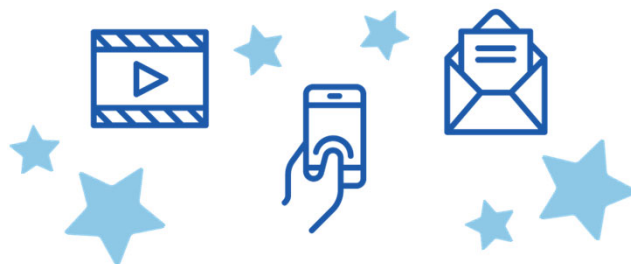
Within your wish paperwork, you'll find a form titled **LIABILITY RELEASE AND AUTHORIZATION RE: MEDICAL INFORMATION AND PUBLICITY**. As you complete this form, have three options:

- Publicity OK – Make-A-Wish Only
- Publicity OK – Make-A-Wish and Sponsors
- Prefer No Publicity (No PR)

What does Publicity OK mean?

Make-A-Wish relies on community and donor support to grant wishes. Stories, testimonials, pictures, and videos all inspire people to support wishes. So, if you are open to it, please select **Publicity OK**, and we may share your story in one or more of the following ways:

- On our social media platforms or website
- In newsletters, emails, mailings, and brochures
- With individuals or organizations who support or are interested in supporting Make-A-Wish



What about “and Sponsors?”

If you select *Publicity OK – Make-A-Wish and Sponsors*, your story/photos may also be used by a one of our corporate partners (e.g., for one of their events or campaigns). If you'd love to share as widely as possible, then select this option.

Can I change my mind?

Yes! If you select *Prefer No Publicity* and later decide you would like to share, connect with your wish coordinator to update your form so we can change your status. Similarly, if you selected *PR OK* but want to switch for any reason, you can do that as well. We can remove stories from our website and social media upon request.

We will never share without your express permission:

- A wish child's last name
- A wish child's home address
- A wish family's contact information

We understand that some families prefer privacy. If that is your family, select *Prefer No Publicity*, and your photos and details will never be shared publicly.