

VIRTUAL WISH WEEK IDEAS FOR SCHOOLS

SPIRIT DAYS!

Take it virtual. Have students dress up in their spirit day attire and post a photo, tagging the school social media account and sharing the school Wish Week hashtag if you have one. Your school account can then share these photos!

WISH WEEK DAILY CHALLENGES!

Make-A-Wish Monday: Sharing challenge! Post your online fundraising link on the school social media accounts and encourage students to post, repost, tweet, and retweet on their social platforms. How many times can students share other student's posts?! Each student can challenge (tag) 5 friends and family to also share the post and donate online.

Text Tuesday: Encourage students to text the link to 5 family and friends and ask them to donate to help make wishes come true.

Wish Wednesday: Share your "why". Encourage students to create a short video of why they support Make-A-Wish and what it means to them. Then, students should share their videos on social media along with your school's online fundraising link. The best "why" wins!

Talk Thursday: Challenge students to connect with friends and family from all over by calling to tell them about Make-A-Wish and how they can make wishes come true by donating online.

Feel Good Friday: It's time to have some fun! Have a social media takeover. Go live! Wear Make-A-Wish blue and/or spirit day attire. Announce winners from each daily competition. Share some of the "why" videos and thank your supporters. Announce your fundraising total. Celebrate your success and the wishes you helped grant!

PRO TIPS!

Create a unique Wish Week hashtag (like #TigersGrantWishes) to track sharing and advertise your efforts.

Create incentives based on sharing the fundraising link and posting spirit day photos. Can active students be entered to win a gift card to their favorite restaurant? Can you name a Wish Week King or Queen based on participation?

Consider doing a livestream event during your Virtual Wish Week – ask your Kids For Wish Kids contact how today!

Encourage students to put the school's online fundraising link in their social media profile bios.

Follow us on social media @makeawishct and share inspirational posts, pictures, and videos on your school accounts. Be sure to include your school's online fundraising link when you post!