

*I wish to be a
superhero*

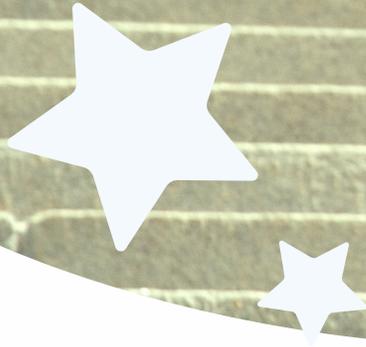
Aubrey
wish granted, 2006
cancer

Make-A-Wish.
IDAHO

★ CELEBRATING 40 YEARS OF WISHES ★



**DON'T WAIT
FOR HOPE.**
Create it.



Wish HeroesSM Participation Guide

Make-A-Wish.
**WISH
HEROES**
IDAHO

Welcome, Wish Hero!

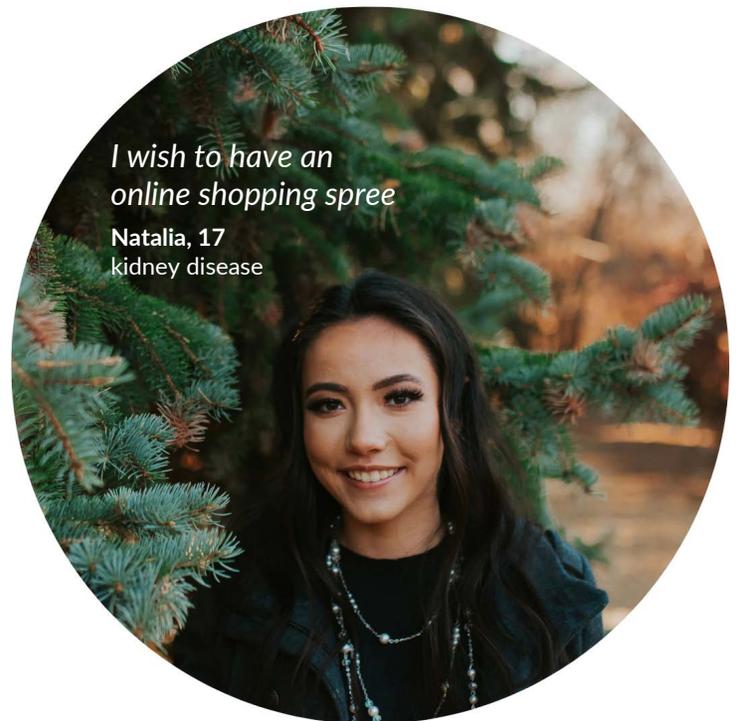
We hope you are staying healthy and safe as we navigate through these challenging times. Now more than ever, the world needs the hope of a wish-come-true.

Thank you for joining our Make-A-Wish® Idaho Wish Heroes community. The Wish Heroes campaign celebrates the incredible men, women, children and organizations who have joined forces to create life-changing wishes for children with critical illnesses. **You are among our most loyal supporters who bring hope and joy to children and families when they need it most.**

This toolkit includes information about the Wish Heroes 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 Idaho and the families we serve, thank you!

Your Friends at Make-A-Wish Idaho

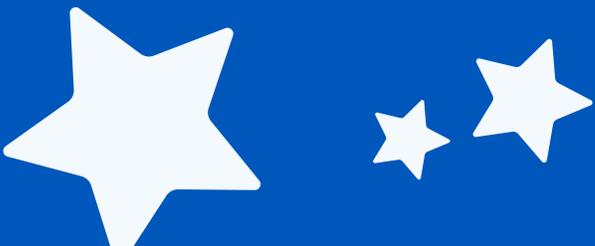


TOOLKIT CONTENT

- ✓ Wish Heroes Overview
- ✓ Your Fundraising Page & App
- ✓ Fundraising Tips and Checklist
- ✓ Sample Messages: Email & Social Media

"Her diagnosis changed a lot. We went from living and planning everything, to living in the moment. Because we just didn't know what was going to happen next. It was so scary. Everything was uncertain."

- Kristen, Wish Mom



Wish Heroes Overview

WHAT IS THE WISH HEROES CAMPAIGN?

The Wish Heroes campaign celebrates the 40 years of Make-A-Wish Idaho supporters helping to grant life-changing wishes for children with critical illnesses. The campaign is based on the power of a selected group of individuals – Wish Heroes – sharing why wishes matter and raising funds for Make-A-Wish Idaho during the campaign time frame.

WHAT DOES A WISH HERO DO?

As a Wish Hero, you share the reasons why you support Make-A-Wish Idaho with your network. You tell your story and invite your friends to donate and help more wish kids and families experience the life-changing power of a wish.

HOW MUCH DOES A WISH HERO RAISE?

Each Wish Hero strives to raise funds for Make-A-Wish Idaho during the campaign. **Please know that Make-A-Wish Idaho is incredibly grateful for your support of wish kids regardless of the amount you raise. Every dollar matters.**

HOW DOES A WISH HERO SHARE THEIR MESSAGE AND COLLECT DONATIONS?

Through a personalized online fundraising page, each Wish Hero shares their story and mobilizes friends, family members and/or colleagues to donate to help ensure local wishes are granted for years to come. When you register to join the campaign, you receive a personal fundraising page. 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!)

WISH HEROES FACEBOOK COMMUNITY (PRIVATE)

Wish Heroes are invited to join the private community Facebook group where Make-A-Wish Idaho will regularly share updates, tips and support. This toolkit will also be posted for easy access. The Facebook group is also a forum for you to share ideas or seek inspiration from other Wish Heroes. Watch for an email inviting you to join the private Facebook group.

WHAT HELP IS AVAILABLE?

Whatever help you need! Each Wish Hero receives 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?

TIMELINE	RECOMMENDED ACTIVITY
PREPARE	View your fundraising page and add your own photos and story to make the content personal and compelling. Tell friends about your efforts in March.
Week 1 – KICKOFF	April 1: Share your page link with family/friends through email and social media. (The Wish Heroes app makes it easy!)
Week 2 – SHARE	Use email and social media posts to tell people you're fundraising. Share your progress.
Week 3 – REMIND	Send follow-up messages. Everyone needs reminders!
Week 4 – FINISH STRONG	Send final round of messages and thank donors. The campaign closes on April 30.
CELEBRATE	Celebrate your impact on granting wishes with fellow Wish Heroes and Make-A-Wish Idaho!

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 Wish Hero 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.

