



Wish Hero<sup>SM</sup>  
Fundraising  
Toolkit

Make-A-Wish.  
**WISH**  
**HEROES**<sup>SM</sup>

## Welcome, Wish Hero!

Thank you for joining our Make-A-Wish® Wish Heroes community. You are among our most loyal supporters who bring hope and joy to children fighting critical illnesses.

We hope you are staying healthy and safe, as we navigate through uncertain days. In light of current medical and public concerns due to COVID-19, Make-A-Wish is taking deliberate steps to ensure the health and safety of all wish kids and their families, as well as our partners and supporters like you. **Now more than ever, the world needs the hope of a wish come true.** Sharing your passion for Make-A-Wish, as a Wish Hero, will introduce more people to the transformational power of a wish and positively impact the ability to grant wishes in the coming months.

This toolkit includes information about the spring Wish Heroes campaign and available support – all designed to make your experience enjoyable and meaningful. With help from our Wish Heroes, many more people will learn the incredible power of a wish and, together we can make every wish come true for children with critical illnesses in our community.

On behalf of the Make-A-Wish staff, and families we serve,  
*thank you* for joining this effort.

### TOOLKIT CONTENT

- ✓ Wish Heroes Campaign Overview
- ✓ Your Online Fundraising Page
- ✓ Fundraising Tips and Checklist
- ✓ Sample Messages: Email Social Media
- ✓ Make-A-Wish Support Team

*"Make-A-Wish became a treatment for our entire family. My son's wish was a source of healing for us. It was the bright finale to mark the end of a full year we never wanted and won't ever forget."*

- Liz, wish mom

# Campaign Overview



## **WHAT IS THE WISH HEROES CAMPAIGN?**

The campaign is based on the power of a selected group of individuals – Wish Heroes – each sharing why wishes matter to them and raising funds for their local Make-A-Wish chapter from during the campaign time frame.

## **WHAT DOES A WISH HERO DO?**

As a Wish Hero, you share with others why you are passionate about Make-A-Wish. You can share your story and ask for donations so more children can experience the life-changing power of a wish.

## **HOW MUCH DOES A WISH HERO RAISE?**

Each Wish Hero strives to raise \$1,000 during the campaign. **Please know Make-A-Wish is incredibly grateful for your support of wish kids and their families regardless of the amount raised.**

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

Through a personalized online fundraising page, a Wish Hero shares their story and mobilizes friends, family members and colleagues to donate to help ensure local wishes are granted for years to come. When you commit to becoming a Wish Hero, Make-A-Wish creates a personal fundraising page for you. Your personal fundraising page is a web page that your contacts visit to read your story and make a donation if able. The page is mobile-friendly and very easy to use.



## WHAT IS THE CAMPAIGN TIMELINE?

The campaign is held for 30 days this spring. Here is a suggested timeline for Wish Heroes.

TIMELINE	RECOMMENDED ACTIVITY
<b>PREPARE</b>	View your fundraising page; add your own photos and story to make the content personal and compelling. Tell friends about your efforts in March.
<b>Week 1 – KICKOFF</b>	Share your page link with family and friends through email and social media.
<b>Week 2 – SHARE</b>	Use email and social media posts to tell people you're fundraising. Share your progress.
<b>Week 3 – REMIND</b>	Send follow-up emails and social posts. Everyone needs reminders!
<b>Week 4 – FINISH STRONG</b>	Send final round of messages and thank donors. The campaign closes April 30, 2021.
<b>CELEBRATE</b>	Celebrate your impact on granting wishes with fellow Wish Heroes and Make-A-Wish!

## WHAT HELP IS AVAILABLE?

Whatever help you need! Each Wish Hero will receive a personal fundraising page to make accepting donations simple. Make-A-Wish staff are available to help Wish Heroes with this page and answer any other questions you might have.

## WISH HEROES FACEBOOK COMMUNITY (PRIVATE)

Wish Heroes are invited to join the private Facebook group. Make-A-Wish 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.



## Getting Started

Your support is vitally important to granting more wishes. Make-A-Wish is here to make your experience easy and memorable. Prepare for a great month using this checklist.

❑ **REVIEW TOOLKIT.** This toolkit is designed to make it easy to help grant wishes as a Wish Hero. Take a peek!

❑ **EMAIL ADDRESS.** Confirm Make-A-Wish has your preferred email address. The email is used to set up your fundraising page. It's also how you'll receive campaign information and updates.

❑ **FACEBOOK GROUP.** Join the private Wish Heroes Facebook group to connect with other Wish Heroes and Make-A-Wish staff for inspiration and updates.

❑ **WHO TO ASK?** Make a list of the people you'll ask to support your fundraiser. When the campaign launches, send an email asking them to be among the first to donate, if they are able.

❑ **YOUR STORY.** Why is Make-A-Wish important to you? Use the "Tell Your Story" tips to convey why you support Make-A-Wish. Include this story on your fundraising page and when you send messages to contacts.

❑ **REVIEW FUNDRAISING PAGE.** Review your fundraising page and prepare to add your story/photos before sharing it with others.

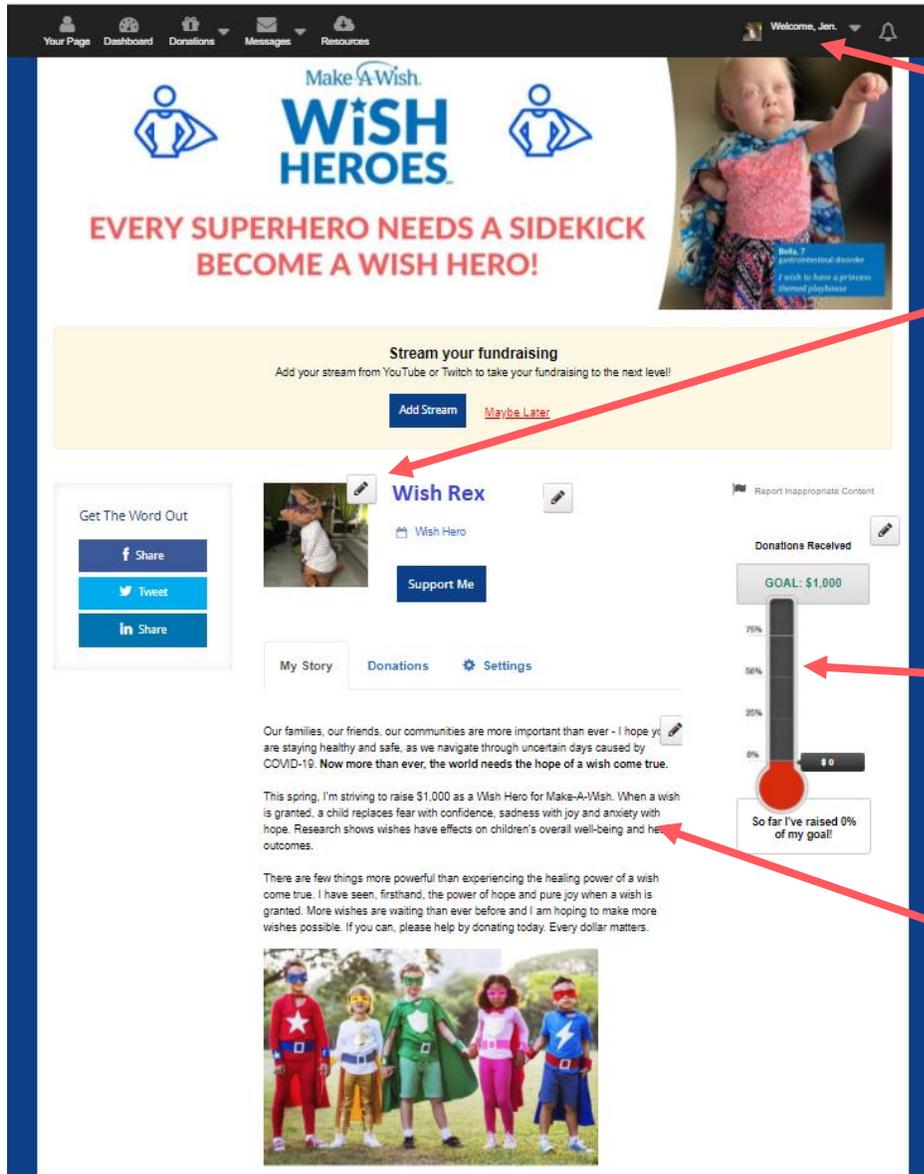
❑ **ASK QUESTIONS.** Make-A-Wish is grateful for your support and is here for you each step of the way.

*I wish to have a princess themed playhouse*

Bella, 7

# Your Online Fundraising Page

Each Wish Hero receives an online fundraising page from Make-A-Wish. This page is unique to the Wish Hero and allows friends and family read your story and make a donation easily online – even from a phone. Personalizing your page with photos and a message is first step in sharing why you support Make-A-Wish.



**LOG INTO** to your Participant Center

**ADD** your own Photos

**TRACK** your fundraising progress in real time

Tell people **WHY** you are fundraising

# Fundraising Tips

More wishes are waiting than ever before and fundraising helps ensure wishes will be granted for years to come. 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

Get the ball rolling and donate to your own fundraising page first if you can. When others see you've donated (any amount), it inspires them to

## 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 a great way to spread your message.

## STAY OPTIMISTIC

Make-A-Wish is incredibly grateful for your support as a Wish Hero 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.



*I wish to  
have a playset*  
**Logan, 7**



# Sample Messages

Use the messages below or create your own to share your page through email and social media. PRO TIP: Always include your page link and a photo in social media posts for maximum views.

## EMAIL ASK:

I hope you are staying healthy and safe, as we navigate through uncertain days caused by COVID-19. Our families, our friends, our communities are more important than ever and I'm sending you well wishes from near and far. **Now more than ever, the world needs the hope of a wish come true.**

This spring, I'm striving to raise \$1,000 as a Wish Hero for Make-A-Wish. When a wish is granted, a child replaces fear with confidence, sadness with joy and anxiety with hope. Research shows wishes have effects on children's overall well-being and health outcomes.

There are few things more powerful than experiencing the healing power of a wish come true. As a {wish parent/former wish child/volunteer/supporter}, I have seen, firsthand, the power of hope and pure joy when a wish is granted. Due to COVID-19, more wishes are waiting than ever before and I am hoping to make more wishes possible. There is no time to waste for these children and their families. If you can, please help by donating today. Every dollar matters. Donate now: {INSERT LINK TO YOUR PERSONAL FUNDRAISING WEBPAGE}

## EMAIL REMINDER:

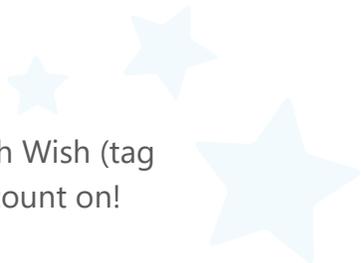
As you know, I'm raising \$1000 as a Wish Hero to help grant wishes with Make-A-Wish. Thank you to everyone who has supported my fundraising so far. I am excited to announce I am making progress toward my goal – more than \$XXX raised!

You can still contribute through the end of April! If you have not had a chance to donate yet, please donate now. More wishes are waiting than ever before, and no child should wait for their wish. Every dollar helps and will go towards making wishes come true for local children with critical illnesses. {INSERT LINK TO YOUR PERSONAL FUNDRAISING WEBPAGE}.

## SOCIAL POST A:

### FACEBOOK / INSTAGRAM / LINKEDIN

Make-A-Wish Wish (tag chapter) is important to me, which is why I accepted the challenge to be a Wish Hero. Due to COVID-19, more wishes are waiting than ever before. Please support me as I raise \$1000 to make sure every eligible child has a wish to count on. Donate today on my fundraising page! #WishHeroes #WishesAreWaiting



## **TWITTER**

I accepted the challenge to be a Wish Hero and raise \$1000 for Make-A-Wish Wish (tag chapter). Please donate to help make sure every eligible child has a wish to count on!  
#WishHeroes #WishesAreWaiting

## **SOCIAL POST B:**

### **FACEBOOK / INSTAGRAM / LINKEDIN**

I am supporting Make-A-Wish Wish (tag chapter) to help grant the wish of every eligible child! Please help me reach my goal of raising \$1000. With your support, children won't have to wait even one extra day for their wish. #WishHeroes #WishesAreWaiting

## **TWITTER**

I am supporting Make-A-Wish (tag chapter) to help grant the wish of every eligible child. Wishes are waiting and with your help we can bring hope and joy to more wish kids and their families. #WishHeroes #WishesAreWaiting

## **SOCIAL POST C:**

### **FACEBOOK / INSTAGRAM / LINKEDIN**

When a wish is granted, a child replaces fear with confidence, sadness with joy and anxiety with hope. Research shows wishes have effects on children's overall well-being and health outcomes. A wish is not a "nice to have". It is an essential component of a child's treatment. I am supporting Make-A-Wish Wish (tag chapter) to make more wishes possible. If you can, please help by donating today. Every dollar matters. #WishHeroes #WishesAreWaiting

## **TWITTER**

When a wish is granted, a child replaces fear with confidence, sadness with joy and anxiety with hope. More wishes are waiting than ever before and I'm supporting Make-A-Wish (tag chapter) to help these wishes come true. #WishHeroes #WishesAreWaiting

## **IMPORTANT DATES**

April 1<sup>st</sup> Wish Heroes Campaign Launch  
30<sup>th</sup> Wish Heroes Campaign Concludes

**Social Media Hashtags:** #WishHeroes #WishesAreWaiting





*I wish to have  
a playhouse*

Emma, 9  
genetic disorder

## ***Thank You for becoming a Wish Hero!***

### **Make-A-Wish Northern Alberta**

Web: [makeawishna.ca](http://makeawishna.ca)  
Facebook: @makeawishna  
Twitter: @makeawishnab  
Instagram: @makeawishnab

Jen Garden  
[jennifer.garden@makeawish.ca](mailto:jennifer.garden@makeawish.ca)  
587-988-5835

### **Make-A-Wish Southern Alberta**

Web: [makeawishsa.ca](http://makeawishsa.ca)  
Facebook: @makeawishsab  
Twitter: @makeawishsab  
Instagram: @makeawishsab

April Stallings  
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403-228-3666 ext 6132

### **Make-A-Wish Saskatchewan**

Web: [makeawish.ca/saskatchewan](http://makeawish.ca/saskatchewan)  
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Instagram: @makeawishsk

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306-850-9474

### **Make-A-Wish Manitoba**

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