

*I wish to
be a cowgirl*

Kionna, 6
cancer

Wish Your Way™ Fundraising Toolkit

Your ideas. Your timeline.
Your impact.

Make-A-Wish®

WISH
YOUR WAY™

Welcome to Wish Your Way

We're so glad you're here! Thank you for fundraising for Make-A-Wish®. For every wish we grant, two more children are waiting and need your financial support. Fundraisers like you help grant more wishes, and this toolkit includes ideas to help you be successful.

Why wishes can't wait

Every day, 70+ children are diagnosed with a critical illness. We believe wishes are vital to the treatment process. When a wish is granted, a child replaces fear with confidence, sadness with joy and anxiety with hope. Most wish kids go on to beat their critical illnesses, and research shows that a wish can help children build the physical and emotional strength they need to fight — giving them a better chance of surviving and thriving.

Scan the QR code below for inspirational videos that share more about our mission, vision and organization.



About Make-A-Wish

Make-A-Wish creates life-changing wishes for children with critical illnesses. Headquartered in Phoenix, Ariz., Make-A-Wish is the world's leading children's wish-granting organization, operating in every community in the United States and in nearly 50 countries worldwide. Since 1980, Make-A-Wish has granted more than 550,000 wishes worldwide; more than 360,000 wishes in the U.S. and its territories alone. For more information, visit [wish.org](https://www.wish.org).

*I wish
to have a
playset*

Teljn, 4
cancer



Program Overview

What is Wish Your Way?

Wish Your Way (WYW) is our version of a do-it-yourself (DIY) fundraiser. You're equipped to fundraise in ways that are most meaningful to you — and the ideas are endless! Do you like to play pickleball or cornhole? Consider hosting a tournament. Planning a birthday, wedding, memorial or other milestone? Ask family and friends to donate to your page in lieu of gifts. WYW fundraisers are some of the most creative people we know. We can't wait to see your ideas in action.

How do I participate and get started?

Visit wishyourway.org to sign up. Click *Start a Fundraiser* and select where you'd like to help grant wishes: nationwide, for a local chapter or internationally. You'll then be prompted to start a new individual or team fundraiser, or join an existing team. Once you complete registration, you'll be ready to share your page and help grant wishes!

How much do I need to raise?

Set your own goal and update as needed. Make-A-Wish is grateful for your support, regardless of the amount raised. The average individual fundraiser raises \$500+, and teams should aim high! (For example, if your team has 10 fundraisers, a team goal may be \$10,000 if each person aims to raise \$1,000.) Many fundraisers are pleasantly surprised by the generosity shown.



You'll receive a personalized WYW webpage to share with your network to collect donations and help grant wishes.

Your ideas.

Your timeline.

Your impact.

It really is that simple.

If you want to turn your individual page into a team page — it's never too late!

I wish to have a quinceañera

Genesis, 15
kidney transplant



Program Overview, Cont'd

How long do I fundraise?

Our most successful fundraisers actively promote their pages for three to six months. Targeted asks and reminders on special dates can help with urgency.

What are the benefits of creating a team vs. individual fundraiser?

Some fundraisers love flying solo, while others thrive on the competition and fun that can be sparked by creating a team. Teams encourage even more people to activate in the Make-A-Wish mission — reaching more communities, raising more money and ultimately granting more wishes!

Invite your friends, neighbors, work colleagues, school connections, etc. to join. To grow your team more quickly, you may challenge 10 people who've joined you to recruit 10 others. Even if people decline joining your team, they'll be flattered you asked — and it's a great opportunity to share your story and ask for a donation instead.



Team captains

If you've started a team, use the team link to invite others to sign up so all fundraising is allocated to one page. It may take a few asks and reminders to grow your roster.

*I wish to
have a puppy*

Amarri, 11
gastrointestinal
disorder

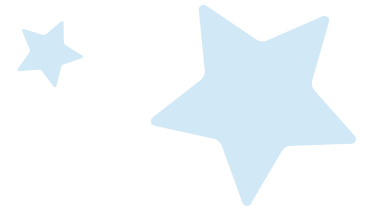
Make-A-Wish is here to help

We're cheering you on! To help reach your goals, we provide:

- Personalized WYW webpage that includes a unique URL and QR code to easily direct donations. Customize your page with an image, story or details.
- Fundraising tools and mobile app to simplify asking for support.
- Access to use the "Proud Supporter of Make-A-Wish" logo.
- Sample messages and inspiring wish stories to promote your fundraiser.
- Help from Make-A-Wish staff as needed.



Wish Your Way Checklist



Getting started

You may not have all the details figured out yet, and that's OK! The first step is to register and then use this checklist to get started. Find more ideas by topic throughout the toolkit.

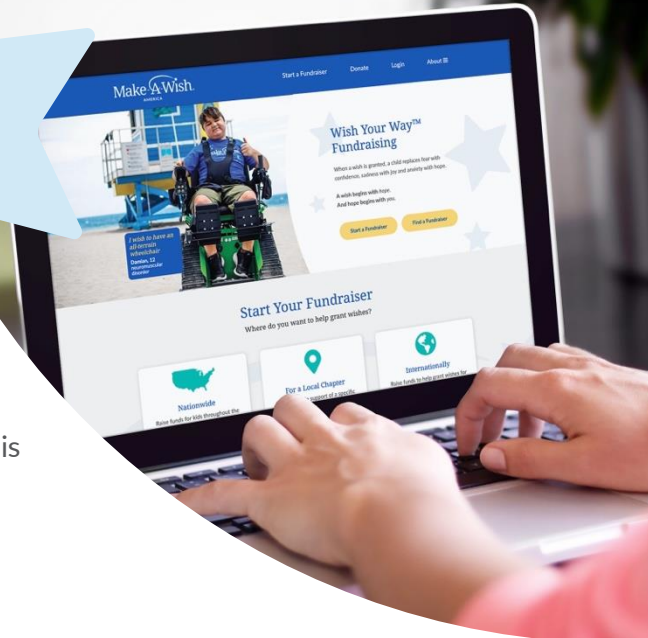
- ☐ **REGISTER.** Visit wishyourway.org to sign up. Follow the prompts to create your page.
- ☐ **DOWNLOAD APP.** Find the Wish Your Way app in the Apple Store or Google Play. Use it to easily track your progress, share messages and more.
- ☐ **PICK A PASSION.** What do you like to do? Are you celebrating a life event? How can you turn your hobby, talent or milestone into a fundraiser?
- ☐ **YOUR STORY.** Why is Make-A-Wish important to you? Use our storytelling tips to convey why you support wish kids. Include your story on your page and in outreach.
- ☐ **PERSONALIZE.** Did you upload a photo and personalize your page with a story or fundraiser details? Review your page and get acquainted with the participant center.
- ☐ **SET A DOLLAR GOAL.** How much would you like to fundraise? Be ambitious! Hit your goal early? Many fundraisers find they need to increase their goal along the way.
- ☐ **SET A DATE.** Pick a date to drive donations and give your fundraiser a sense of urgency. Build in asks and friendly reminders before and after the target date.
- ☐ **MAKE A GIFT.** Kickstart your page with the first donation. Fellow supporters will be moved to see your support of the mission, further inspiring them to give.
- ☐ **WHO TO ASK?** List the people you'll consider asking to support you. Who is in your network — personally or professionally? Who do you see at work, sporting events, weekly activities, centers of faith or community organizations? These are all people who may be willing to donate.
- ☐ **ASK AWAY.** Email, text, call and post on social media. Consider asking your inner circle first to generate activity and expand from there. Don't be afraid to send reminders — we all need them!
- ☐ **SAY THANK YOU.** Creatively and frequently! Send prompt thank-you texts, handwrite notes, film a video, etc. Tagging donors on social with fun thank-you GIFs will increase your fundraiser's visibility — be sure to include your page URL each time to encourage others to donate.
- ☐ **HAVE QUESTIONS?** Make-A-Wish is grateful for your support and here for you each step of the way. Reach out to us at wishyourway@wish.org.

***Your fundraiser will transform lives.
Thank you for helping us make every wish come true!***



Your Personalized WYW Webpage

Each year people across the country raise millions of dollars through fundraisers that match their passions. Come be a part of this community. Join us. Help make more life-changing wishes possible.



1. Register your page

Begin by registering for your WYW page by visiting wishyourway.org. Select *Start a Fundraiser* and choose your support area: nationwide, internationally or a local chapter. Choose whether you're registering as an individual, team or joining an existing team. Follow the prompts to create a password, username and complete the registration questions.

2. Customize your URL link and generate a QR code

Within the *Dashboard* tab, click *Edit URL* to personalize the link you share with friends and family via email or social media. We recommend something short, personal and to the point like your last name or team name. In the same *Dashboard* tab, click *Generate QR code* to create a QR code image that you can print on fliers, posters or other handouts.

3. Earn badges to celebrate achievements

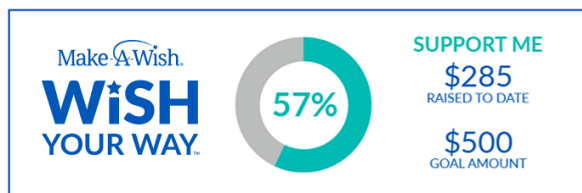
In the *Go Social* tab, you'll see various milestones you can achieve during your fundraiser such as:

- Team Captain
- Send 50+ Total Emails
- Raised \$100
- Donated to Yourself
- Update Your Page
- Raised \$200, etc.

As you work toward your fundraising goal, these badges will turn blue as you achieve them.

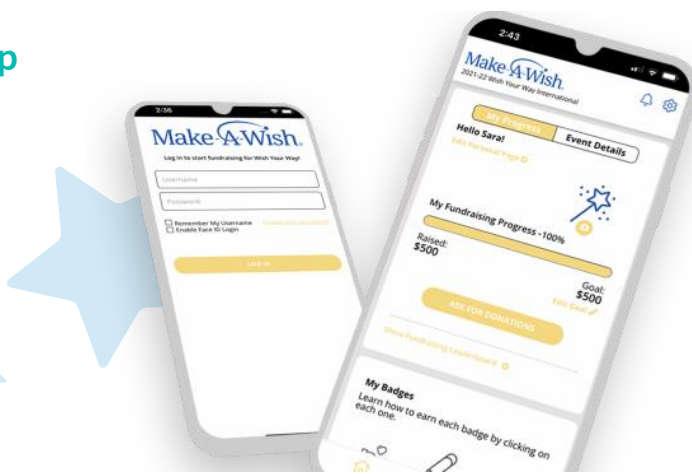
4. Proudly display your progress

Also in the *Go Social* tab, click *Email Badge* to access HTML code that you can add to your email signature. Be sure to confirm that your email provider supports HTML, then click the link below the code to follow the instructions for PC or Mac.



5. Download the Wish Your Way mobile app

Fundraising is easier than ever with our mobile app. Download today for free, follow your progress, send messages to donors and meet your goal in no time.



Your Story is Your Most Powerful Tool

Let family and friends know why wish granting matters to you. When you ask people to support your fundraiser, you may be introducing them to Make-A-Wish for the first time. Your story is what they care about most, and individuals are more likely to donate to a cause if someone they know asks them. **Make your “why” personal to make your ask more powerful.**

Questions to consider when sharing your story

- Why is Make-A-Wish important to you?
- Do you have a personal connection to a wish child or family?
- How did you first get involved — and why do you stay involved?
- Is there a specific wish that moved you?

Storytelling tips

- **Tell everyone about your fundraiser and the impact they can make.** “Wish kids are waiting on the hope and joy of a wish. I’m hosting a fundraising event to raise \$10,000 for Make-A-Wish to help grant life-changing wishes for children with critical illnesses.”
- **Include visuals.** Your webpage includes space for a photo.
- **Invite people to join your team.** In addition to fundraising, ask individuals to consider sharing their own story by joining your team.
- **Keep it short and sweet.** We are bombarded with content and most people skim the info they see. Tell your story in a concise and compelling way.
- **Include requests to donate** — and remember to include your URL or QR code!
 - *Will you help children replace fear with confidence, sadness with joy and anxiety with hope by donating to grant wishes today?*
 - *I have seen firsthand the power of hope and pure joy when a wish is granted. Support my fundraiser today to help more children with critical illnesses.*
 - *I am supporting Make-A-Wish — will you join me?*
 - *Your gift is urgently needed — donate today.*

I wish to be a figure skater

Nicole, 7
brain tumor



☐ Register.

☐ Ready your page.

☐ Reach out.

☐ Raise funds to grant wishes!

Every Ask You Make Can Transform Lives

Six easy ways to ask for donations

1. **Email and text your WYW page URL to contacts.** Share your participant link far and wide to get it in front of the most people. Attract attention by sharing to the same people, through multiple channels and in a variety of ways.

We suggest that you send at least two to three emails during your fundraiser. Reminders are helpful, and fundraisers who send emails raise six times more funds. On average, it only takes three emails to get your first donation.

To unlock the email feature in the WYW participant center, a fundraiser must have at least \$5.00 in donations to their page.

2. **Call and leave voicemails.** Your name and voice will remind them to donate.
3. **Write and mail letters.** In our digital world, snail mail stands out. Handwrite a note along with your ask and URL — it could be the personal touch needed for donors to act.
4. **Wear the Email Badge.** Proudly display your progress and encourage support. Visit the Go Social tab in the participant center to add this icon to your email signatures.
5. **Lean on LinkedIn to rally your professional network.** You have lots of contacts on LinkedIn who are not in your day-to-day address book.
6. **Use social media to ask boldly on behalf of wish kids.** Sample posts are below. Remember to tag Make-A-Wish, and tag and thank your donors.

- Proud to support Make-A-Wish! ❤️ ✨ Join me in giving the hope and joy of a wish to more kids today: [Personal URL]
- Have you checked out my Make-A-Wish fundraiser? ✨ Make-A-Wish is important to me because [share part of your story]. [Personal URL]
- 9 out of 10 wish kids reported that they felt more joyful, confident and hopeful for their future because of their wish. ❤️ Help me grant more wishes: [Personal URL]
- I am only \$___ away from my goal! Will you join me in granting wishes to give children with critical illnesses renewed motivation to persevere? [Personal URL]

I wish to be a pirate

James, 7
brain tumor



How to raise \$250 in seven days

Day 1: Donate \$25 to your own goal.

Day 2: Ask a family member to match your donation — \$25 more!

Day 3: Ask five coworkers for \$10 each — that's another \$50.

Day 4: Send an email to 10 friends asking for \$5 each — \$50 more.

Day 5: Post to Facebook or Twitter and challenge a friend to give \$25.

Day 6: Call your two best friends and ask for \$25 each — that's another \$50.

Day 7: Ask your neighbor for the last \$25 to put you over the top!

More Fundraising Ideas

Want to add a creative boost to your fundraiser? You can challenge yourself or turn your hobbies into donations. Do what you love while raising funds to support wish kids.

Challenge yourself

- Accept a dare: "If I reach \$500 in donations, I'll ____." Will you shave your head? Record yourself singing karaoke? Sit in a dunk tank at the football tailgate?
- Represent Make-A-Wish in a race. Ask friends to make donations during your training sessions. Create a shirt with your donors' names to wear on race day.
- Get moving. Host a workout class and ask for a donated entry fee.



Have a different idea?

That's what is great about Wish Your Way — make it your own! Check out the [FAQ page](#) for additional information.

Bring community together

- Hold a pickleball or cornhole tournament. Collect donations for the entry fee. Kick it up a notch by asking local companies for gift cards to use as prizes.
- Planning a birthday, wedding, anniversary or other milestone? Ask family and friends to donate to your page in lieu of gifts.
- Host a backyard barbecue and take donations with your QR code.
- Set up a lemonade stand at a local farmers market.
- Create a page as a tribute to honor or remember loved ones with donations.

Fundraise at work

- Company gift match. See if your employer will match your personal donation or fundraising totals here: wish.org/matching-gifts.
- Schedule a fundraiser to align with company-wide health and wellness initiatives.
- Ask coworkers to wear Make-A-Wish blue for the day and donate to your page.
- Organize a bake sale in the breakroom, displaying your QR code for donations.
- Turn your holiday gift exchange into a give-back event.
- Auction off a special lunch with leadership.

I wish to see every animal that I love

Jonie, 6
cancer





What Your Gift Can Do

Make-A-Wish plans every wish with one goal: to transform the life of a child with a critical illness. Care and attention are given to every detail. Your donation supports wish-granting needs and empowers wish kids to reclaim their childhood, restoring hope for today — and tomorrow. Donate today and help transform the life of a child who is waiting for their wish to come true.



I wish to have an adaptive ski experience

Grace, 15
kidney transplant

The impact of a wish



A wish can give a child fighting a critical illness the emotional and physical strength to keep going.



Your donation will help Make-A-Wish bring experiences of hope to waiting wish kids who are isolated and vulnerable.



When a wish is granted, a child replaces fear with confidence, sadness with joy and anxiety with hope.



Each donation moves us closer to granting the wish of every eligible child.

Symbolic values*

\$20

could provide a wish kid and their family with a photo book to preserve the memories of their wish.

\$50

could provide fun accessories for the child's wish.

\$75

can supply a cake and decorations for a child's wish reveal.

\$100

could help fund items such as a new outfit for a confidence-boosting modeling wish photo shoot.

\$400

could provide a family with surfing lessons while on a child's wish trip.

\$500

may provide a year's supply of food, leashes and bowls for a child's wish to have a puppy.

\$1,000

may supply accessories for a bedroom makeover that brings hope, strength and joy to a wish kid.

\$6,000

could fund an enhanced gaming computer wish.

*All donations are a gift to the entire Make-A-Wish mission. The needs shown are symbolic of the common wish elements associated with each wish and are only representative of our many wish-granting activities. Gifts made will not actually be used to purchase the item or grant the wish described. All gifts will be pooled to meet the needs of Make-A-Wish





Thank you!

Your support will give a child hope for today — and tomorrow.

WYW resources



wishyourway.org



wishyourway@wish.org

Spread the word



facebook.com/makeawish



@makeawishamerica



@makeawish

Ready for more?



wish.org/volunteer



youtube.com/makeawish



Make-A-Wish®

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