

SHARING THE IMPACT



Key Terminology

Name: "Make-A-Wish"

When writing the brand name capitalize the first letter of each word and include hyphens between each word.

No need to put "Foundation" at the end, unless it is a legal document.

Use "critical (or serious) illnesses" versus "terminal illnesses".

Examples of Messaging

Event Details: "Get ready for [Event Name]! Mark your calendars for [Event Date] and join us for a day of fun and fundraising."

Highlight the Mission: "Join us in making wishes come true for children with critical illnesses."

Impact Statement: "Every dollar you donate will help bring childhood back through the power of wishes. Your support can create life-changing moments for children with critical illnesses."

Get Social

Use your social media pages to let people know why you're raising money for Make-A-Wish and to share details about your event. Post photos and videos, use Instagram or Facebook stories and ask for donations. Give regular updates to let people know how things are progressing. Tag us in your updates @MakeAWishIntl

Help us Grant Wishes this

