



*I wish to be a
vet.*

Harvey, 13, Hong
Kong
Hodgkin's lymphoma

Make-A-Wish[®]
INTERNATIONAL

WISHMAKERS AT
WORK[®]

Toolkit

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INTRODUCTION

Thank you for joining us in creating life-changing wishes for children with critical illnesses. This toolkit makes it easy for your company to activate meaningful fundraising at any time of year. You can choose one theme, combine several, or run a larger campaign. For more inspiration, explore our full Fundraising Toolkit with additional activities to engage your teams.

1

Your Campaign Essentials

Everything you'll receive to set up and inspire your team.

You'll receive everything you need to set up and inspire your team, including flexible **fundraising themes**, **ready-to-use communication materials** such as emails and posters, digital badges and certificates to recognize participation, and **a personalized fundraising page** to collect donations and track impact.

2

Your Launch Checklist

Simple steps to set your campaign up for success.

- Set goals and engage leadership
- Host a kickoff event or share a wish story
- Plan fun activities and incentives

3

Bring Your Campaign to Life

Creative ways to engage your team and raise funds.

- Start simple with easy fundraising activities
- Share updates and highlights internally
- Let teams choose their own activities
- Recognize and celebrate achievements

*I wish to have a
pink day*

Ruguiatu, 6,
Portugal

Need Help Getting Started?

We're here to support you with everything you need to run a successful fundraising campaign.

If you have any additional questions, reach out to Jumanah at jbaroun@worldwish.org

WAYS TO ACTIVATE

Every company can take part in a way that fits its capacity, structure, and goals. Start with a simple fundraising challenge, build a campaign around a key moment, or create a multi-market employee engagement calendar with local teams.

Model	Coordination Level	What it looks like	Best for
Shared Fundraising Challenge	Simple	Employees across selected markets join one simple activity, such as signing up for races, walks, or personal challenges and fundraising through the campaign page.	Companies that want an easy multi-market starting point
One Shared Moment	Simple to Moderate	All participating markets activate around the same moment, such as World Wish Month, International Day of Play, Giving Tuesday, or a holiday campaign.	Companies that want visibility and alignment across markets
Market-Led Activities	Moderate	Each local team chooses from a menu of activities, such as Coffee Swap, Wellness Challenge, Auction, Wish Moments, or a local race.	Companies that want visibility and alignment across markets
Regional Competition	Coordinated	Markets or offices compete against each other through fundraising totals, participation rates, activity challenges, or leaderboards.	Companies that want momentum, internal buzz, and friendly competition
Full Multi-Market Calendar	Highly Coordinated	Local CSR committees or champions plan activities across the year, with shared campaign moments, local activations, competitions, match-funding days, and impact updates.	Companies looking for a deeper, structured employee engagement collaboration

You can start with with one model and build from there, adding local activities, competitions, rewards, and match funding depending on team capacity and market interest.

WHEN TO ACTIVATE

WishMakers at Work can be activated around a key company moment, a global awareness day, or as a simple team fundraising challenge. Choose one occasion, build around several moments throughout the year, or create a full employee engagement calendar.



Company Moments

- Annual kickoff
- Leadership meetings
- Employee appreciation days
- Team-building weeks
- Company anniversaries
- Office openings
- Internal wellbeing weeks
- CSR or volunteering days
- End-of-year giving campaigns



Seasonal Moments

- New Year challenge
- Spring fundraising push
- Summer wellness challenge
- Back-to-school season
- Holiday giving
- Year-end celebrations



Make-A-Wish Moments

- World Rare Disease Day – February
- World Wish Month – April
- Global Day of Parents – June
- Childhood Cancer Awareness Month – September
- Unwrap the Power of a Wish – November to January



Employee-Led Moments

- Races and marathons
- Birthday fundraisers
- Team competitions
- Personal challenges
- Local office activities



Other Moments

- International Day of Play – June
- Children's Day – Varies by market
- International Day of Charity – September
- Ramadan / Eid - Varies every year
- World Kindness Day – November

The background is a solid blue color with several light blue stars of varying sizes scattered across it. The stars are positioned in the corners and around the central text.

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**FUNDRAISING
INSPIRATION**

FUNDRAISING INSPIRATION

Here you'll find some fundraising ideas designed to be flexible and easy to launch. Pick one, combine a few, or activate them all — each theme includes guidance, communications, and add-ons to help you succeed.



**Coffee
Swap**



**Wish
Moments**



**Wellness
Challenge**



Auction



Coffee Swap

Encourage employees to skip a daily coffee or snack and donate the cost to help grant wishes. Small swaps add up to a big impact.

How to Activate

- Announce the Coffee Swap and share the donation link.
- Encourage employees to share what they swapped (photo or comment).
- Celebrate the total raised at the end with a thank you update.

Messaging

- One coffee = one step closer to a wish
- Imagine if the cost of your daily coffee could help grant a wish for a child with a critical illness. With our Coffee Swap challenge, it can. Skip one coffee (or snack) and donate the cost instead — a small swap that makes a big difference. 🙌
[Insert donation link]
- ☕ Today's coffee can help grant a wish! Join the Coffee Swap and donate the cost of your coffee to Make-A-Wish. [Insert link]

Ideas & Add-Ons

- **Leadership Challenge:** Leaders share selfies with their “swap” (water, tea, smoothie).
- **Coffee Counter Tracker:** Display a poster or intranet graphic showing how many coffees have been swapped.
- **Double Shot Day:** Company doubles donations on one day to boost engagement.
- **Team Competition:** Track which department swaps the most coffees.

FUNDRAISING INSPIRATION



Wish Moments

Invite employees to donate towards symbolic moments that are part of a wish journey, from celebration and anticipation to travel, creativity, play, and family time. Employees can choose a suggested donation amount or give any amount that feels right.

How to Activate

- Share the fundraising page with suggested “wish moment” prompts.
- Encourage employees to dedicate their donation to a colleague, team, birthday, holiday, or company milestone.
- Share updates showing how many wish moments employees helped create.

Messaging

- Celebrate a moment. Help create a wish.
- Your donation can help bring joy, strength, and unforgettable experiences to children with critical illnesses.

Ideas & Add-Ons

- **Celebrate with a Wish:** Mark birthdays, milestones, or team wins with a donation.
- **Dedicate Your Donation:** Give in honor of a colleague, team, or special occasion.
- **Team Milestone Challenge:** Set a shared target and celebrate when it's reached.
- **Company Match Moment:** Match donations on a chosen day to boost participation.

I wish to have a birthday party.

Jean Pierre, 9, Ecuador
Cerebral tumor



FUNDRAISING INSPIRATION



Wellness Challenge

Employees log steps, movement, or wellness activities and link progress to donations.

How to Activate

- Choose a challenge (steps, distance, yoga minutes, meditation).
- Share a tracking method.
- Celebrate milestones and encourage donations.

Messaging

- Move for wishes
- Every step, mile, and stretch counts! Join the Wellness Challenge and track your activity while raising funds for Make-A-Wish. 🏃 [Insert link]
- 🏃 Move for wishes! Log your steps or minutes of movement this week and help grant wishes. [Insert link]
- Together, we logged XXX steps/hours and raised \$XXX — helping children on their wish journeys.

Ideas & Add-Ons

- Team vs. team competition.
- Prize for top movers.
- Company donation match if milestone reached.

*I wish to go to
Austria.*

Hamdan, 8, UAE
type 1 diabetes



FUNDRAISING INSPIRATION



Auction

Run an internal auction where employees bid on items, experiences, or perks donated by colleagues or leadership.

How to Activate

- Collect items/perks (extra leave day, lunch with CEO, skills lessons).
- Set up online bidding (intranet, Slack, Teams, or form).
- Close auction, announce winners, and collect donations.

Messaging

- Bid for good
- Our charity auction is live! Bid on unique items and experiences and help grant wishes. 🗨️ [Insert link]
- 🎁 The auction is open! Don't miss your chance to win and support Make-A-Wish. [Insert link]
- Our auction raised \$3,800 and unlocked amazing wish experiences. Thank you for bidding for good!

Ideas & Add-Ons

- Daily spotlight on items.
- Add a raffle for smaller prizes.
- Leadership pledge to match total raised.



I wish to have a birthday party

Sara, 16, Brazil
congenital myopathy



MORE FUNDRAISING INSPIRATION



Dress Down Day

Encourage employees to dress casually in exchange for a donation. Add fun themes like wear blue for Make-A-Wish or dress to reflect your childhood wish.



Bake-A-Wish Challenge

Host a baking competition where employees bring in their best homemade treats. Charge a fee for tasting and voting for the winners.



Office Challenge

Organize a series of fun, office-friendly games and challenges. Participants or teams can pay to enter, and prizes can be awarded for the winners.



Lunch Clubs

Employees can donate to join a lunch club where different teams take turns cooking and serving lunch.



Raffle

Organize a raffle with prizes donated by employees. Items can be anything from a home cooked meal to a day off !



Reach for the Stars Challenge

Encourage employees to take on personal challenges, such as giving up a favorite treat for a month or running a certain distance, with colleagues sponsoring their efforts.



Quiz Night

Organize a quiz night, either in person or virtually. Donating for each team entry fundraiser idea.



Fitness for Wishes

Arrange for gym instructors to lead classes like yoga, pilates, or Zumba. Donating for each class.



Virtual Fundraising Events

Organize virtual events like online gaming tournaments, virtual escape rooms, or digital scavenger hunts. Participants can donate to join.



Holiday Fundraisers

Plan events around holidays, such as an Easter egg hunt, Halloween costume contest, or festive jumper day.



Create a Wall of Wish Stars

Sell Make-A-Wish paper star **cut-outs** for \$2 and fill a wall. Everyone can add their own personal wish message. This is a great holiday/fundraiser idea.



BOOSTERS

These are optional activities you can layer on top of any theme to give your campaign an extra boost. Use them to build momentum, drive urgency, or add more fun along the way.

Final Push / Countdown Drive

- Run a focused push with match funding in the final days.
- Share a real-time donation tracker.
- Post daily countdown reminders.
- **Messaging:** We're so close — let's finish strong! Every donation in these last few days will bring us closer to granting another wish.

Double Match Day

- Choose one day where the company doubles all donations.
- Announce it as a surprise to create buzz.
- **Messaging:** Today only, your donation goes twice as far — every dollar is doubled thanks to company match funding

Leadership Challenge

- Leaders pledge a funny or symbolic action if a fundraising milestone is reached (e.g., CEO wears a silly outfit to work, leadership team hosts a coffee break).
- **Messaging:** Help us unlock a wish milestone — if we reach \$X, [Leader's Name] will [fun challenge]. Your donation helps make it happen!

Prize Incentives

- Offer rewards (gift cards, experiences, or company perks like an extra vacation day).
- Recognize employees who contributed most creatively (most steps logged, most coffees swapped).
- **Messaging:** Donate or take part for your chance to win [insert benefit]. A little friendly competition for a big cause

Raffle Add-On

- Run a raffle for smaller items alongside any activity.
- Tickets can be tied to donations or participation.
- **Messaging:** Every donation today = one raffle entry. The more you give, the more chances you have to win!

Milestone Celebrations

- Share updates when you hit key amounts
 - **\$250** – Helps buy party supplies for a wish reveal day.
 - **\$350** – Secures a short-haul flight for a wish to travel.
 - **\$500** – Helps pay for a tablet for a child who wants to stay in contact with their friends while they're in the hospital undergoing treatment.
 - **\$1,000** – Facilitates a bedroom makeover for a wish child in Mexico to brighten their space.
- 

REWARDS & RECOGNITION

To help encourage fundraising and celebrate employee participation, Make-A-Wish can offer additional engagement opportunities when companies reach key fundraising milestones. These opportunities are subject to availability and may vary by market.

Raise \$5,000

Lunch & Learn with Make-A-Wish

A short session where Make-A-Wish joins employees to share more about the mission, the impact of wishes, and how their fundraising is helping children with critical illnesses.

Raise \$10,000

Postcard Activity for Wish Children

Employees can write thoughtful postcards or messages to help bring joy, encouragement, and a personal touch to wish children, where available locally.

Raise \$15,000

Wish Workshop for Employees

A collaborative employee engagement session where teams learn more about the wish journey and take part in a creative activity connected to wish planning.

Raise \$20,000

Make-A-Wish Joins Your Company Town Hall

A Make-A-Wish representative joins a local or virtual company town hall to thank employees, share impact, and celebrate what teams have achieved together.



*I wish to be a
singer*

Leila, 10, Peru
renal insufficiency

HOW TO DONATE

Your company's Fundraising Page is the central hub for all donations — whether you're taking part in one of the themed activities or running your own idea to raise funds for Make-A-Wish.

How It Works

- Go to your company's Fundraising Page: [\[Insert link or QR code\]](#).
- Donate directly, no matter which activity you're joining — Coffee Swap, Wellness Challenge, Auction, or your own initiative.
- Share the page with colleagues, friends, and family to encourage more support.
- Track your company's total and celebrate the impact you're helping to create.

Example of Fundraising Page

[Share](#)

Grant a Life-Changing Wish



Every 25 seconds, a child is diagnosed with a critical illness. For them, the world shifts from classrooms and playgrounds to hospital rooms and treatments. Childhood slips into pain and uncertainty. But a wish changes everything — it restores joy, builds strength, and gives children the courage to keep going. Last year, thousands experienced that magic. Yet many more are still waiting. ✨ Children's wishes are waiting. Donate now.

[Privacy Policy](#)

Recent donations

Goran B. made a one-time donation €20.90
🇻🇪 Zagreb, Republic of Croatia

Linda S. made a one-time donation kr 54.30
🇸🇪 Uppsala, Kingdom of Sweden

helen c. made a one-time donation \$260.00
🇮🇪 Hong Kong, HK

Secure donation

55 QAR
A family celebration

100 QAR
Travel costs for a holiday

350 QAR
Take a child on a local trip

Other amount

☐ Dedicate this donation

[Is my donation secure?](#) [Can I cancel my recurring donation?](#)

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COMMUNICATIONS

DONATION PROMPTS & MESSAGING

Use these prompts across campaign pages, donation forms, internal posts, posters, and reminder emails to help employees connect their donation to the wish journey.

Help create a moment of joy
Help a child feel celebrated
Help bring a wish journey to life
Help create a day filled with play
Help spark creativity for a wish child
Help create a special family moment
Help make a child's wish feel closer
Help add magic to a wish experience
Help create memories that last beyond the day
Help bring strength, hope, and joy to a child with a critical illness



I wish to be a real princess.

Francien, 5,
Netherlands
leukemia

LAUNCH COMMUNICATIONS

Use these ready-made email and intranet templates to announce your campaign, engage employees, and keep momentum going.

Templates

Launch Email (Internal)

Dear Team,

We're excited to announce our fundraising campaign in support of Make-A-Wish, a global charity that creates life-changing wishes for children with critical illnesses.

You'll have the chance to get involved in fun and meaningful activities that make a real difference. Each activity is flexible, you can take part in just one, mix and match a few, or join them all. Every action you take will help bring hope, joy, and strength to children who need it most.

How you can get involved:

- Choose your activity – From ☕ Coffee Swap to, 🧘 Wellness Challenge or 🎁 Auction there's something for everyone.
- Take part anytime – Activities can be run individually or together.
- Make an impact – Every contribution brings us closer to granting a wish.

👉 [Insert Donation Page / Fundraising Link]

We'll be sharing updates, stories, and recognition along the way – so keep an eye on [intranet/Teams/Slack] for highlights and milestones.

Thank you for helping us create unforgettable wish experiences for children around the world. Together, we can create life changing experiences.

Warm regards,

[Company Leadership or Campaign Champion's Name]

Launch Post (Internal)

🌟 We're teaming up with Make-A-Wish to bring hope and joy to children with critical illnesses!

Pick from fun fundraising activities – like swapping your coffee for a wish, joining a wellness challenge or bidding in an auction.

👉 Get started here: [Insert Fundraising Page link]

Every action you take makes a difference. Let's make wishes come true together!

WRAP UP COMMUNICATIONS

Closing the campaign is just as important as launching it. Clear wrap-up communications help you celebrate achievements, thank employees for their participation, and connect their efforts to the impact they created for wish children.

Templates

Wrap Up Email (Internal)

Dear Team,

Together, we raised \$X through our fundraising activities in support of Make-A-Wish. Your efforts mean children with critical illnesses will experience the hope, joy, and strength that a wish provides.

Every coffee swapped, created, step logged, bid placed, and donation made has brought us closer to granting more life-changing wishes.

Thank you for being part of this journey.

Warm regards,

[Leader's Name / Campaign Champion]

Wrap Up Post (Internal)

- 🎉 Together we raised \$X for Make-A-Wish. Thank you to everyone who took part, donated, and shared their creativity!"
 - ✨ A huge thank you for supporting our fundraising campaign! Because of your efforts, we can help bring hope, joy, and strength to children with critical illnesses."
 - 🌟 Campaign complete! We swapped coffees, moved for wishes, bid in auctions, and came together as a team to raise \$X. Thank you for being part of something meaningful."
-

Recognition Add-Ons

- Spotlight top teams/participants in a thank you post.
- Share a "Wish Champion" certificate.
- Host a short thank you celebration (virtual or in-person).

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EMPLOYEE ASSETS

EMPLOYEE SOCIAL GUIDE

Sharing your involvement on social media helps raise awareness, celebrate impact, and inspire others to join. Use this guide to post with confidence while supporting Make-A-Wish. Look at [this document](#) for example comms.

✓ Dos

- Use the campaign hashtags: #MakeAWish #SwapForWishes #MoveForWishes #BidForWishes (adjust based on theme).
- Tag @MakeAWishIntl (on LinkedIn, Instagram, Twitter/X, Facebook).
- Share photos of yourself participating (e.g., swapping coffee, exercising, or bidding in the auction).
- Keep your message short, positive, and authentic.
- Encourage friends and colleagues to join by adding the campaign link.

✗ Don'ts

- Don't share confidential workplace information (e.g., internal leaderboards, employee data, private office details).
- Don't post images of children connected to Make-A-Wish unless they are official charity assets provided.
- Don't use language that could feel insensitive (e.g., jokes about illness, over-promising outcomes).
- Don't create your own hashtags that might dilute campaign visibility.

Sample Captions

- **Coffee Swap** - ☕ I swapped my coffee today to support @MakeAWishIntl. Small swaps = big impact. #SwapForWishes
- **Wellness Challenge** - 🏃 Every step I take this week is for wishes. Proud to support @MakeAWishIntl through our Wellness Challenge! #MoveForWishes
- **Auction** - 🎁 I'm bidding for good in our company auction to support @MakeAWishIntl. Great prizes, great cause. #BidForWishes
- **Wrap-Up** - ✨ Together with my colleagues, we raised \$X for @MakeAWishIntl — helping grant wishes for children with critical illnesses. #MakeAWish

Visuals

- [LinkedIn Header](#)
- [Social Posts](#)

COMPANY NAME is teaming up with Make-A-Wish through WishMakers at Work to help grant life-changing wishes for children with critical illnesses. Every fundraising activity — big or small — brings hope and joy to children who need it most.



*I wish to visit
Beto Carrero
park.
Laura, 7, Brazil
myelomeningocele*

Four Simple Steps to Get Involved

1

Join The Campaign

- Visit your company's fundraising page - [\[Insert Link\]](#)
- Sign up as an individual or create/join a team.

2

Choose Your Fundraising Activity

- Choose from the Fundraising Themes Toolkit — Coffee Swap, Wellness Challenges, Auctions, and more.
- Need extra inspiration? Check out the Fundraising Guide for additional ideas.

3

Share Your Fundraiser

- Use the posters, emails, and social media graphics from the toolkit to spread the word. Invite friends, family, and colleagues to support your efforts.

4

Track and Celebrate Your Impact

- Follow your progress on the fundraising page and celebrate your milestones.

Milestone Recognition

If you and your colleagues **raise \$15,000 or more**, you'll unlock a **complimentary Wish Workshop** — a special team experience where you can help shape a child's wish journey through creative and collaborative activities.

Why Get Involved?

- **Make an Impact** – Help grant wishes to children who need them most.
- **Have Fun with Colleagues** – Get creative and connect through shared purpose.
- **Be Celebrated** – Every effort counts, and your impact will be recognized.

If you have any questions, please contact your internal campaign lead

Every 25 seconds, a child is diagnosed with a critical illness and becomes eligible for a wish. Your support helps create moments of joy when they're needed most

Company Logo Here