

SAMPLE MESSAGING

Use the messages below or create your own to share your page through email and social media.



EMAIL ASK

Hello *<insert name>*, I hope you are doing well!

Today, I wanted to drop you a note to talk about a fundraising I'm participating in with Make-A-Wish Canada. Now more than ever, the world needs the hope of a wish come true. This spring, I'm striving to raise \$10,000 as a member of Make-A-Wish's first-ever Women For Wishes campaign. When a wish is granted, a child replaces fear with confidence, sadness with joy and anxiety with hope. Research also 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. More wishes are waiting than ever before and I am hoping to make more wishes possible. If you can, please help by donating today. Every dollar matters. Donate now: *{INSERT LINK TO YOUR PERSONAL FUNDRAISING WEBPAGE}*



PRO TIP

Always include your page link and a photo in social media posts for maximum views.

EMAIL REMINDER

As you know, I'm raising \$10,000 as a Woman for Wishes, 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 September! If you have not had a chance to donate yet, please donate now. 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 POSTS A

FACEBOOK / INSTAGRAM / LINKEDIN

Make-A-Wish is important to me, which is why I accepted the challenge to be a Woman for Wishes. Please support me as I aim to raise \$10,000 to make sure every eligible child has a wish to count on. Donate today on my fundraising page! #WomenForWishes #WishesAreWaiting

X (formerly known as Twitter)

I accepted the challenge to be a Woman for Wishes and raise \$10,000 for Make-A-Wish. Please donate to help make sure every eligible child has a wish to count on! #WomenForWishes #WishesAreWaiting

Don't forget to follow us at:



SAMPLE MESSAGING (cont'd)



SOCIAL POSTS B

FACEBOOK / INSTAGRAM / LINKEDIN

I am supporting Make-A-Wish to help grant the wish of every eligible child! Please help me reach my goal of raising \$10,000. Thanks to you, more children will receive their transformational wish when they need it most. #WomenForWishes #WishesAreWaiting

X (formerly known as Twitter)

I am supporting Make-A-Wish (tag location) 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. #WomenForWishes #WishesAreWaiting

Social Media Hashtags:

#WomenForWishes

#WishesAreWaiting

SOCIAL POSTS 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. I am supporting Make-A-Wish to make more wishes possible. If you can, please help by donating today. Every dollar matters. #WomenForWishes #WishesAreWaiting

X (formerly known as 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 location) to help these wishes come true. #WomenForWishes #WishesAreWaiting

Make-A-Wish Messaging to use:

- Make-A-Wish is the world's leading children's wish-granting organization, serving every community across Canada by creating life-changing wishes for children with critical illnesses.
- A child is diagnosed with a critical illness every 20 minutes. With three new children facing critical illnesses each and every hour, our need for donations is continuous.
- For the wish children and families we serve, finding hope in challenging circumstances is something they have always had to do. Robbed of the simple joys of childhood, hospital stays, doctor's visits and painful treatments are their "normal." By supporting Make-A-Wish, you can help spark joy in their lives.
- Through all the uncertainty, one thing has remained constant: every child's wish begins with the hope. When a wish child has something to look forward to, everything begins to change. Help us bring hope to these children. Donate today.