

# Make-A-Wish® Challenges You to Support World Wish Day® this April

Make-A-Wish.

WORLD WISH DAY.

World Wish Day, April 29, celebrates the day that Chris Greicius' wish was granted in 1980 – sparking the creation of Make-A-Wish and a global wish-granting movement that has seen nearly **450,000 life-changing wishes** come true for children worldwide, since Chris' wish in 1980.

It is celebrated annually by the global organization and has been an opportunity to raise awareness and funds online to help grant the wishes of children diagnosed with critical illnesses – while celebrating our global impact.

## 2018 THEME AND ACTIVATION

***It takes more than magic, it takes muscle.*** Wishes help make the seemingly impossible, possible. But wishes just don't happen. It takes the support of doctors, sponsors, volunteers, donors and communities to make these wishes possible. A wish experience can give children the mental toughness they need to fight their illness.

And this World Wish Day, we're going to prove that it takes more than magic to grant a wish, it takes muscle. And we're going to do it in the most epic of ways. We're going to **showcase the impact of a wish and celebrate the wishes** that take place every 17 minutes, somewhere around the world. With the help of Guinness World Records, we have set a goal to become recognized as the **world's largest wish-granting organization**.

This World Wish Day, we are bringing star power to the table with the help of some of our celebrity wish granters, and our amazing wish children, like **our very own Super Kaheem**. We have created exciting assets for sponsors to utilize on your marketing channels and invite you to join us in making World Wish Day an epic event!

You are part of the muscle that makes life-changing wishes possible for children battling critical illnesses in the U.S. and around the globe.

Help us communicate to the world that **a wish is more than nice... it's necessary** to transform the lives of wish kids and give them the **mental muscle** to keep fighting!

Need a platform to raise money? **Contact America's Charities** about our suite of **online giving and funds management solutions**. As Make-A-Wish's workplace giving partner, we can help you and your employees make World Wish Day an epic event!

Please let us know if you will be able to support World Wish Day and if you have any questions.

Already an America's Charities client? Contact your account manager and we'll help you promote World Wish Day through your employee giving site.



## Join us and celebrate World Wish Day 2018! Here's how you can participate:

### 1 Share our new PSA

Join us in spreading the word by sharing our new star-studded PSA featuring some of our awesome wish kids on your social, digital and other marketing channels beginning April 2!

### 2 Participate in our social challenge

From April 9-30, encourage your employees, family and friends to help grant wishes! This fun and engaging social media challenge will help get the campaign message out to the masses, while creating an inclusive way for individuals to donate and challenge others to contribute to the mission. Stay tuned for more information!

### 3 Other ways to support...

- Give **World Wish Day shout-outs on your social channels** by highlighting any wishes your organization will be helping to grant during the month of April. Remember to tag all your posts with #WorldWishDay!
- Utilize other campaign assets such as **World Wish Day logo, social media covers, Facebook profile frame, web banners and images** on your social media channels and website beginning in April.