

Kara Bautch

Make-A-Wish 35th Anniversary
Fundraising Campaign & Birthday Bash

The End Of An Era

Walk for Wishes events were hosted to raise funds and increase corporate and community engagement.

Hard Truth:

- Not worth the ROI.
- Orange County was oversaturated with walk events.

Decision:

- Get rid of Walk for Wishes and substitute with another opportunity.



How do we make up for budgeted
revenue and offer corporate and
community engagement
opportunities?

Make-A-Wish 35th Anniversary

The Plan:

1. Create a peer-to-peer online fundraising campaign centered around our 35th Anniversary.
2. Host a free 35th Birthday Bash that would engage our corporate and community partners.



Wish Warrior Campaign

Get 35 friends to donate \$35 within 35 days!

That's a fundraising goal of \$1,225.

How We Did It

- Collectively identified **117 potential Wish Warriors** and **8 Wish Warrior Coaches** who then received personal invitations to join in.
- Created fundraising and social media **tool kits**, webpages and Facebook group.
- Kick-off **webinars** for Wish Warriors and Coaches held in January.
- Campaign ran **February 1- March 7**.
- Successful Wish Warriors would get **VIP access** to our Birthday Bash.



35 For 35 CAMPAIGN

Levels of Involvement

WISH WARRIOR

Each ***Wish Warrior***
will be asking
35+ Friends/ Family/Co-
workers to donate \$35+.

Wish Warrior
Coach

WISH WARRIOR COACH

Coaches will support and
rally at least 10 ***Wish
Warriors*** to help them reach
their fundraising goals.

Wish Warrior

Wish Warrior

Wish Warrior

\$35 Friend

\$35 Friend

\$35 Friend

\$35 Friend

\$35 Friend

WISH WARRIOR SUCCESS = \$1,225 RAISED!

If each ***Wish Warrior*** had 35 people donate \$35, they would raise \$1,225 each.

Collateral

Make-A-Wish
ORANGE COUNTY AND
THE INLAND EMPIRE

Hi, Kara | [My Participant Centers](#) | [My Profile](#) | [Logout](#)

[REGISTER](#) [DONATE](#) [LOGOUT](#) [ABOUT](#)

Support
Kara Bautch
Make-A-Wish Orange County and the Inland Empire
Wish Warriors | Coach Jessica
[Wish Warriors](#)

[DONATE NOW](#) [JOIN MY TEAM](#)

GOAL: \$1,225
RAISED: \$75

6%

TOP DONORS

Anonymous	\$50
Anonymous	\$25

[Donate by Mail](#)

ACHIEVEMENTS

I'm A Wish Warrior!

I believe in the power of

For kids battling critical illness, a wish is more than just a nice thing or a quick moment in imagination and inspires children to consider limitless possibilities. The result – a lifelong, lasting impact on the wish child, their family and all those involved.

As Make-A-Wish Orange County and the Inland Empire celebrates 35 years of wishes, I invite you to help make sure more children receive a wish in 2018.

How can you help?

Simply donate \$35 (or more) and you can help bring hope, strength and joy to children and their families.

Make-A-Wish

[Home](#)

[Send Emails](#)

[View Progress](#)

[Personal Page](#)

Edit Your Personal Fundraising Page ([View Personal Page](#))

Personal Page URL: ([URL Settings](#))
<http://site.wish.org/goto/kb>

This page is Public

Title

I'm A Wish Warrior!

Body

Font family Font size

I believe in the power of a wish.

For kids battling critical illnesses, a wish is more than just a nice thing or a quick moment in time. The wish experience sparks imagination and inspires children to consider limitless possibilities. The result – a lifelong, lasting impact on the wish child, their family and all those involved.

As Make-A-Wish Orange County and the Inland Empire celebrates 35 years of wishes, I invite you to help make sure more children receive a wish in 2018.

How can you help?

Simply donate \$35 (or more) and you can help bring hope, strength and joy to children and their families.

Thank you for your support!

Save

I am a Wish Warrior

Help me reach my goal of having 35 people each donate \$35 in support of local wish kids!

Make-A-Wish
ORANGE COUNTY AND
THE INLAND EMPIRE

★ CELEBRATING 35 YEARS OF WISHES ★

Make-A-Wish®

35 For 35

Wish Warrior
Fundraising Toolkit

Make-A-Wish
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I reached my goal!

Thank you for joining me in supporting local wish kids!

Wish Warrior

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THE INLAND EMPIRE

★ CELEBRATING 35 YEARS OF WISHES ★

\$120k Raised

77 Wish Warriors • 1,295 Gifts Made

Campaign won *Innovative Fundraising Award*
at Make-A-Wish National Conference.

Campaign will be implemented nationwide this winter.



Part Two



35th Birthday Bash



- Hosted on April 29 – **World Wish Day!**
- Secured the **Disneyland Resort** as the presenting sponsor for \$35k.
- Attendees experienced each type of wish with designated fun zones (*to be, to have, to meet, to go*) **hosted by corporate partners.**
- Had Parenting OC as the **media sponsor.**
- VIP Lounge access for **Wish Warriors** who reached their goal.

Nearly 1,000 in Attendance



\$88,000 in Sponsorships from Birthday Bash

Questions?

Thank you!