



*I wish to be a  
football  
player again*

Keannu, 17  
cancer

# NCAA DII Workout for Wishes Challenge Fundraising Toolkit

Make-A-Wish.  
**WORKOUT  
FOR WISHES**™

# Welcome, NCAA DII Wish Champions!



Thank you for continuing to be a champion for our wish kids. You are among our most loyal supporters who bring hope and joy to children fighting critical illnesses.

**Now more than ever, the world needs the hope of a wish come true.** Sharing your passion for Make-A-Wish will introduce more people to the transformational power of a wish and positively impact our ability to grant wishes in the coming months.

This brings us to the NCAA DII Workout for Wishes Challenge. This challenge was created specifically with you, our student-athlete champions, in mind.

We have two amazing wish kids you are working out on behalf of Keannu and Juliana. Both are amazing athletes who had their athletic careers cut short because of their critical illnesses. We are challenging you to do a workout with your team this fall in their honor. If you are unable to participate this fall, we hope you will consider doing the Workout for Wishes challenge later in the year.

We also encourage you to challenge other teams at your school or within your conference to participate. All while raising critical funds for Make-A-Wish America to help ensure we can grant more wishes for kids like Keannu and Juliana.

This toolkit includes information about the challenge and available support — all designed to be a virtual way to engage with our mission and rally the NCAA DII community during these difficult times. With help from NCAA DII, many people will learn the incredible power of a wish and together, we can make every wish come true for children with critical illnesses in our community.

On behalf of the Make-A-Wish staff and families we serve, thank you for joining this effort.

## TOOLKIT CONTENT

- ✓ Workout for Wishes Challenge Overview
- ✓ Your Online Fundraising Page
- ✓ Fundraising Tips and Checklist
- ✓ Sample Messages & Photos
- ✓ Make-A-Wish Support Team Info
- ✓ Additional Resources

*“For him to be able to experience it again, sometimes there are no words that can explain it. He’s been aching for this. Eventually, he’s going to walk again, and then he’s going to run, one way or another. He won’t let anything stand in his way.”*

– Keannu’s Mom



# Campaign Overview

## WHAT IS THE WORKOUT FOR WISHES CHALLENGE?

This challenge was designed specifically for the NCAA DII athletic community to come together with their teams and schools and help grant wishes. This is a socially distant challenge, with fundraising done through an online peer to peer fundraising platform built for NCAA DII.

## HOW DOES IT WORK?

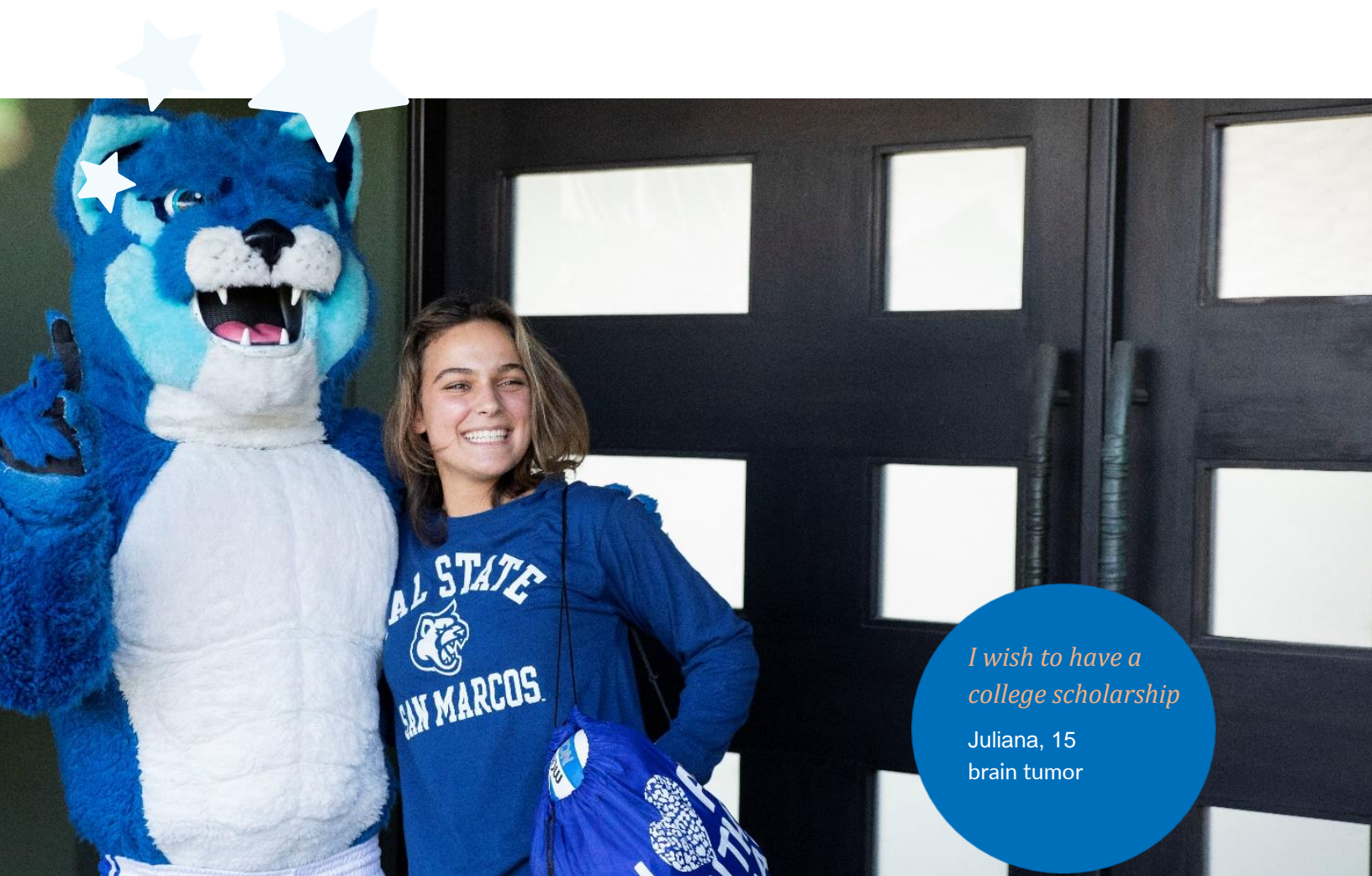
As an NCAA DII student-athlete (or administrator) and leader, you will reach out to NCAA DII athletic teams on campus (start with your own!) to encourage their participation. Ideally, each team should pick a day in the fall before Thanksgiving break to do a Workout for Wishes in honor of Juliana and Keanu's wish journey. If you are unable to participate in the fall, we hope you will plan a Workout for Wishes later in the year instead. Leading up to the workout day, you and your team can share your passion for Make-A-Wish with friends & family and encourage them to donate online so more children can experience the life-changing power of a wish.

## WHAT SHOULD OUR FUNDRAISING GOAL BE?

Each individual team is challenged to raise \$1,000 but this is just a suggestion. We encourage individual teams and schools to create their own goals that they think are reasonable. **Please know Make-A-Wish is incredibly grateful for your support of wish kids and their families regardless of the amount raised.**

## HOW DO WE SHARE OUR MESSAGE AND COLLECT DONATIONS?

Through the NCAA DII fundraising website (see the "Your Online Fundraising Page" section for more info), teams can locate their individual schools and register a team online fundraising page. From there, they can share their story and mobilize friends and family to donate to help ensure local wishes are granted for years to come. To take it one step further, challenge other teams on campus to inspire school-wide participation, perhaps enlisting every single sport to support the cause.



*I wish to have a  
college scholarship*

Juliana, 15  
brain tumor

## WHAT IS THE CAMPAIGN TIMELINE?

Here is a suggested timeline for the Workout for Wishes challenge. Feel free to adjust as needed.

	RECOMMENDED ACTIVITY
Week 1- PREPARE & KICKOFF	Commit to hosting a Workout for Wishes with your team and encourage other teams to do the same. Register your team and start customizing your fundraising page! Add a photo and story to make the content personal and compelling. Tell friends about your efforts. Share your page link with family and friends through email, text, and social media.
Week 2 – SHARE & PLAN	Kick your fundraising into high gear by using email, text and social media to invite donations!
Week 3 – REMIND	Send follow-up emails and social posts. Everyone needs reminders!
Week 4 – FINISH STRONG	Send final round of messages and thank donors. Complete your Workout for Wishes before Thanksgiving break!
CELEBRATE	Celebrate the impact you've made to grant wishes for more kids like Keannu and Juliana! You have changed lives.

## WHAT HELP IS AVAILABLE?

Whatever help you need! Your local Make-A-Wish staff are available to help with this challenge and answer any questions you might have. The national Make-A-Wish America staff and NCAA DII staff can help as well. Please refer to the last page of this toolkit for contact information.

# Telling Your Story

- ✓ **Tell People What You Are Doing** – *“Because of their critical illness, Juliana and Keannu’s athletic dreams were cut short. And during this pandemic, more wishes are waiting than ever before. Our team has accepted a challenge to Workout for Wishes for Make-A-Wish. We are striving to raise \$1,000 for Make-A-Wish to help grant life-changing wishes for wish kids who need it most.”*
- ✓ **Share Why It Matters to You** – *“ Our school has been a supporter of Make-A-Wish since 2007 and we love this mission.”*
- ✓ **Include How They Can Help** – *“When a wish is granted, a child replaces fear with confidence, sadness with joy and anxiety with hope. I have seen, firsthand, the power of hope and pure joy when a wish is granted. I am supporting Make-A-Wish to make more wishes possible. If you can, please help by donating today. Every dollar matters.”*
- ✓ **Include Visuals** – Your fundraising page includes space for a profile photo of your team.
- ✓ **Keep It Short and Sweet** – We are bombarded with content and most people skim the info they see. Tell your story in a concise and compelling way.





## Getting Started

Prepare for Workout for Wishes using this checklist, toolkit, and sample workouts.

- ☐ **CONNECT WITH YOUR TEAM.** Talk with your team and other teams to encourage their participation. Each interested team should then pick a day to do their workout virtually or in-person with social-distancing.
- ☐ **SET UP YOUR FUNDRAISING PAGE.** Check out the next page of this toolkit to learn more about online fundraising. One person from your team, likely the team captain, should head to **NCAADII.WISH.ORG** and locate your school. On the school page, you can register your team to Workout for Wishes.
- ☐ **WHO TO ASK?** Make a list of the people you'll ask to support your fundraiser. When the campaign launches, send an email (see Sample Messages page) asking them to be among the first to donate, if they are able.
- ☐ **YOUR STORY.** Why is Make-A-Wish important to you? Use the "Tell Your Story" tips in this toolkit to share your "why." Include this story on your fundraising page and when you send messages to contacts.
- ☐ **SPREAD THE WORD.** Tell everyone you know about your fundraising page and encourage your teammates to do the same. Every donation makes a difference!
- ☐ **WORKOUT!** Keep fundraising toward your goal and complete your workout in honor of Juliana and Keannu's journey. Be safe and have fun!
- ☐ **ASK QUESTIONS.** Your local Make-A-Wish chapter is here to help throughout the process!

# Your Online Fundraising Page

Each athletic team is encouraged to head to **NCAADII.WISH.ORG**, locate their institution, and register their team page. This page enables friends and family to learn about your efforts and make donations easily online – even from a phone. Personalizing your page with a photo and a custom message is the first step in sharing why you support Make-A-Wish!

For more detailed guidance on creating your fundraising page, check out the Workout for Wishes Online Fundraising Registration Guide. If you need additional support, please contact your local Make-A-Wish chapter staff partner.

**MAKE IT YOURS**



REGISTERDONATELOGINABOUT



### Sample Workout for Wishes Page

Hosted By: GRANT WISHES

Fundraising With: [University of Indianapolis](#) | [Great Lakes Valley Conference](#)

DONATE NOW

GOAL: **\$1,000**

RAISED: **\$0**

0%

TOP DONORS

## Welcome!

We started this fundraiser to help grant wishes for children with critical illnesses. Community engagement is a core value of NCAA Division II, and the passion for giving back runs deep for our student-athletes. That's why we support Make-A-Wish® to help grant wishes to children with critical illnesses. Wish kids are some of the bravest and sweetest kids you'll ever know. They wish to work in a pickle factory, become a superhero, go snorkeling, give their baseball team new uniforms, and push all of the buttons in a tall building's elevator. Their innocence and unexpected wisdom stays with you.

A wish come true helps children feel stronger, more energetic, more willing and able to battle their critical illnesses. For many, the wish

**CREATE** your page  
**ADD** your team photo  
Tell people **WHY** you are fundraising  
**SHARE** your page link with family & friends  
**TRACK** your fundraising progress in real time



# Fundraising Tips

More wishes are waiting than ever before and fundraising helps ensure wishes will be granted for years to come.

Here are tips for asking for support during this critical time:

## TELL YOUR STORY

Let family and friends know why wish granting matters to you. Your story is what they care about most. Make it personal to make it powerful.

## MAKE A DONATION

Get the ball rolling and donate to your own fundraising page first if you can. When others see you've donated (any amount), it inspires them to give.

## SEND EMAILS

Email is one of the most successful fundraising methods. It's always best to email your closest contacts first, because they are most likely to support you. Try sending a message to 10 members of your inner circle and build momentum from there.

## SHARE ON SOCIAL MEDIA

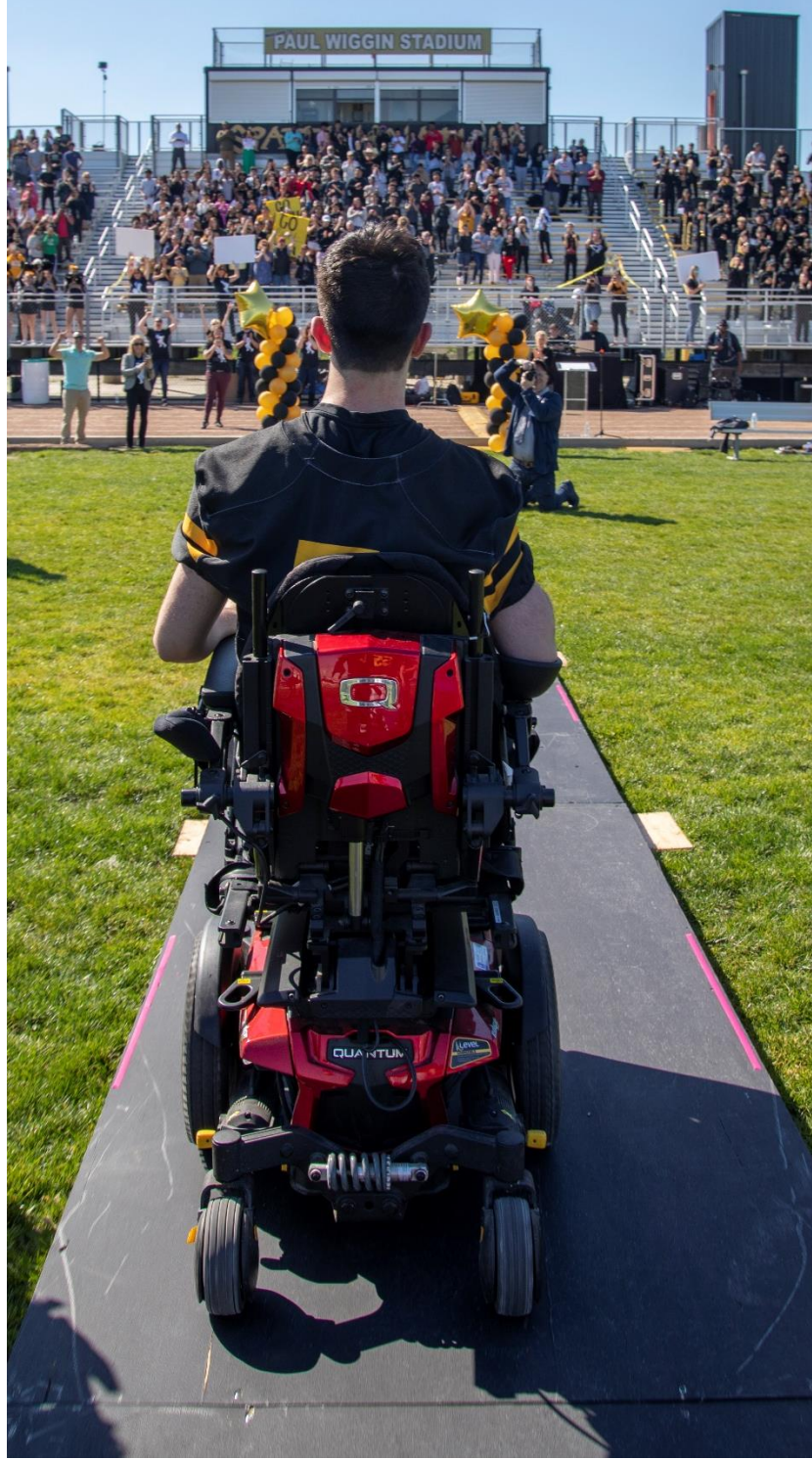
After sending your first emails, turn to social media. Include the link to your fundraising page when posting and add a photo for extra attention. Tagging and thanking donors while asking for new donations are a great way to spread your message.

## STAY OPTIMISTIC

Make-A-Wish is incredibly grateful for your support as a Wish Hero regardless of the amount raised. During these unprecedented days, we expect people will want to support you and may not be able to through a donation. Every message you share and every dollar you raise is meaningful.

*I wish to be a  
football  
player again*

Keannu, 17  
cancer



# Sample Messages

Use the messages below or create your own to share your page through email, social media and text. PRO TIP: Always include your page link and a photo in social media posts for maximum views.

## EMAIL ASK:

Now more than ever, the world needs the hope of a wish-come-true. That is why our team has stepped up to host a Workout for Wishes to raise funds for Make-A-Wish. Will you help us by donating today?

Our workout and the funds we raise will honor brave wish kids like 17-year-old Keannu, a star quarterback whose athletic career was cut short due to his critical illness. Thanks to Make-A-Wish, Keannu's wish to be a football player again was granted using virtual reality technology.

When a wish is granted, a child replaces fear with confidence, sadness with joy and anxiety with hope. Research also shows that wishes have positive effects on children's overall well-being and health outcomes.

Due to the pandemic, more wishes are waiting than ever before. If you can, please help by donating today. Every dollar matters and nothing is too small to give. You can also help by sharing the link to our fundraising page with others. Thank you!

<Insert Fundraising Webpage Link>

## EMAIL REMINDER:

Our Workout for Wishes is coming up soon! Thank you to everyone who has supported our fundraising so far. If you have not had a chance to donate yet, we hope you will consider donating today. Every dollar helps and will go toward making wishes come true for local children with critical illnesses. <Insert Fundraising Webpage Link>

## SOCIAL POST/TEXT MESSAGE A:

### SOCIAL MEDIA/TEXT MESSAGE

Make-A-Wish is important to our team and we have accepted the challenge to host a Workout for Wishes. Please support us as we raise funds to make sure every eligible child has a wish to count on. Donate today! <Insert Fundraising Webpage Link>

## SOCIAL POST/TEXT MESSAGE B:

### SOCIAL MEDIA

We are supporting Make-A-Wish to help grant the wish of every eligible child! Please donate today. Thanks to you, more children like Keannu and Juliana will receive their life-changing wish when they need it most. #WorkoutforWishes  
<Insert Social Graphic> <Insert Fundraising Webpage Link>

### TEXT MESSAGE

We are supporting Make-A-Wish to help grant the wish of every eligible child! Please donate today. Thanks to you, more children with critical illnesses will receive their transformational wish when they need it most. <Insert Fundraising Webpage Link>

## SOCIAL POST/TEXT MESSAGE C:

### SOCIAL MEDIA/TEXT MESSAGE

Our team's Workout for Wishes is coming up soon but there is still time to donate to our fundraising page. Research shows that wishes have positive effects on the overall well-being and health outcomes of kids with critical illnesses. We are supporting Make-A-Wish to make more wishes possible and every dollar matters. Thank you! <Insert Fundraising Webpage Link>

# #WorkoutforWishes



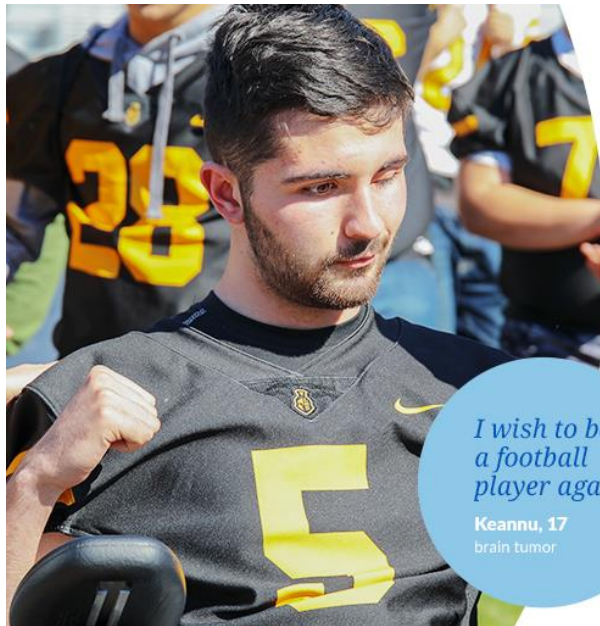
# Twitter Graphics



*I wish to have  
a college  
scholarship*

**Juliana, 17**  
brain tumor

Make-A-Wish®  
**WORKOUT  
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*I wish to be  
a football  
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**WORKOUT  
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**#WorkoutforWishes**

# Facebook and Instagram Graphics



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Make-A-Wish®

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## IMPORTANT LINKS & DATES

NCAA DII online fundraising site: [ncaadii.wish.org](https://ncaadii.wish.org)

Additional Resources (online registration guide, wish bios, sample workouts, and more!):

<http://www.ncaa.org/about/division-ii-make-wish-program>

Make-A-Wish website: [wish.org](https://wish.org)

Workout for Wishes Challenge: October-December 2020 (*suggested timeline, please adjust as needed*)

## SOCIAL MEDIA

Facebook: /makeawish

Twitter: @makeawish

Instagram: @makeawish

YouTube: /c/makeawish

Campaign Hashtag: #WorkoutforWishes

## HERE TO HELP

Please reach out to your local Make-A-Wish chapter for support. To find your chapter, visit [www.wish.org/local-chapters](https://www.wish.org/local-chapters). If you have additional questions, please contact:

Devon Herlihy (general program support)  
Corporate Alliances Manager, Make-A-Wish  
602.775.5520  
[dherlihy@wish.org](mailto:dherlihy@wish.org)

Dana Gold (online fundraising support)  
Youth Fundraising Manager, Make-A-Wish  
602.792.3227  
[dgold@wish.org](mailto:dgold@wish.org)

Thank you so much for helping to make wishes come true!

Make-A-Wish.  
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FOR WISHES**