

# WISH SHARING 101

## Your handy guide to wish publicity



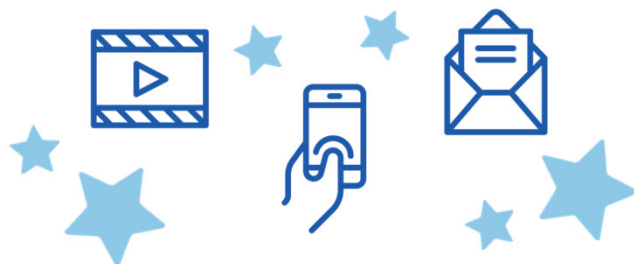
Within your wish paperwork, you'll find a form titled **LIABILITY RELEASE AND AUTHORIZATION RE: MEDICAL INFORMATION AND PUBLICITY**. As you complete this form, have three options:

- Publicity OK – Make-A-Wish Only
- Publicity OK – Make-A-Wish and Sponsors
- Prefer No Publicity (No PR)

### What does Publicity OK mean?

Make-A-Wish relies on community and donor support to grant wishes. Stories, testimonials, pictures, and videos all inspire people to support wishes. So, if you are open to it, please select **Publicity OK**, and we may share your story in one or more of the following ways:

- On our social media platforms or website
- In newsletters, emails, mailings, and brochures
- With individuals or organizations who support or are interested in supporting Make-A-Wish



### What about “and Sponsors?”

If you select *Publicity OK – Make-A-Wish and Sponsors*, your story/photos may also be used by a one of our corporate partners (e.g., for one of their events or campaigns). If you'd love to share as widely as possible, then select this option.

### Can I change my mind?

Yes! If you select *Prefer No Publicity* and later decide you would like to share, connect with your wish coordinator to update your form so we can change your status. Similarly, if you selected *PR OK* but want to switch for any reason, you can do that as well. We can remove stories from our website and social media upon request.

We will never share without your express permission:

- A wish child's last name
- A wish child's home address
- A wish family's contact information

We understand that some families prefer privacy. If that is your family, select *Prefer No Publicity*, and your photos and details will never be shared publicly.

## Publicity & Social Media Policy for Volunteers

A wish child/family's comfort should always be our top priority when considering public exposure of their experience through news media, social media or other sharing.

Wish families have three options for publicity:

- If a wish family has selected “**Option 3 / No Publicity**” on the Liability and Publicity Release signed as part of the wish process, wish photos or information about the wish child **may not be posted anywhere by volunteers or staff**.
- If a wish family has selected “**Option 1/ Ok for Publicity – Make-A-Wish**” or “**Option 2/ Ok for Publicity – Make-A-Wish & Sponsor**” on the Liability and Publicity Release signed as part of the wish process, photos and information may be posted, ideally after an additional confirmation of the publicity status is made with the family before posting.

Volunteers and wish families who have questions about what these options mean may contact the wish coordinator or the [marketing team](#) with questions.

### NEWS MEDIA

- Do not contact news media before coordinating with Make-A-Wish marketing staff. If you have a great story, feel free to share that with your wish coordinator or the [Senior Communications Manager](#) directly well in advance (10 days or more if possible), while understanding that not every wish story can or should be published.
- Please do not promise publicity to wish families or vendors as media coverage can never be guaranteed. This is especially true in cases involving celebrity wishes, atypical wishes, wish boosts that can be confused as the actual wish and cases where the qualifying medical condition might be difficult to understand by the general public.
- The Make-A-Wish Illinois marketing staff will often seek support from volunteers in publicizing wishes. In that case, volunteers will work directly with the staff member responsible for media relations in the geographic area of the wish.

### SOCIAL MEDIA

If a family has chosen “**Option 1 or 2/Ok for Publicity**”, please ask the family directly before posting to confirm their status has not changed. For their safety, exclude the child's last name or specifics about the child's home location. If a family has chosen “**Option 3/No Publicity**”, photos and information about the wish child may NOT be shared.

### CELEBRITY WISHES

Celebrity or national sporting event wishes **MAY NOT BE SHARED\*** regardless of how the family completed the Liability and Publicity Release without **prior written approval** from the celebrity obtained through the Make-A-Wish America celebrity liaison. This pertains to wish-granting volunteers and wish families and includes taking part in media interviews and posting photos or wish details on blogs, social media pages or public photo-sharing sites such as Facebook, LinkedIn, Twitter, Instagram, Snapchat, etc. If you or your wish child would like to post photos or wish information on your personal websites or are approached by media about the wish, during

wish planning or after the wish, you must contact your wish coordinator or [a marketing staff member](#) so we can obtain permission from the celebrity or sports league before moving forward.

\*The only exception is resharing what is already publicly posted by the celebrity/sports team/league on social media or other official online sources (team page, posted news story, etc.)

## LINKEDIN

Sharing your personal affiliation with Make-A-Wish Illinois is encouraged. List your association with the chapter under Activities/Interest on LinkedIn, not as your Employer.

- Click “Add profile section” at the top of your LinkedIn profile.
- Click “Add volunteer experience” from the drop-down menu under “Additional.”
- Start typing in the name of the nonprofit under “Organization.” Select Make-A-Wish Illinois from the options LinkedIn suggests.
- Fill in the other required and suggested information, including your role and a few details about your duties and the impact your role has made on our organization.
- Click “Save.”