

Volunteer Bulletin Fall 2007



MAKE-A-WISH®
GREATER OHIO, KENTUCKY
& INDIANA CHAPTER
2545 Farmers Drive, Suite 300
Columbus, Ohio 43235

VOLUNTEER TIP

We will not be scheduling travel wishes that require passports until a copy of each family member's passport is received. Time delays in obtaining passports have caused a number of issues with travel schedules. Please make sure the family is aware of this when they are choosing their wish so passports can be obtained.



REMINDER TO ALL VOLUNTEERS

Please remember that we cannot use any pictures of wish children taken by photographers. We do not have the rights for these photographs, they cannot be published in magazines, newspapers, etc. Please only share candid pictures that were taken by the wish family or their friends.

WE NEED YOUR HELP

One of the volunteers most important responsibilities is to ensure the wish family feels part of our Make-A-Wish family - to keep them excited and engaged while they wait for the child's wish to come to fruition. This anticipation is part of the magic and joy of the wish experience for our families. Our hope is that you will help build momentum until the wish is granted.

This can be very difficult when the wish takes time to grant, whether it is waiting for a celebrity, when the family is not ready to travel, treatment schedules, etc. We are asking that you stay actively engaged with the family throughout this time and keep in touch with the wish program staff as well. You are our link to the family and help keep us up to date on their status. This can be done in a number of creative ways and can be shared within your volunteer team and the staff. Please try to touch base with your wish partner, the family and the staff at least once a month during the wish process and feel free to do a thinking of you gift every three months.

POLICY REMINDER

Families who have signed the liability release and authorization form and welcome media attention can have their experience shared with the media. If you have an idea you would like to share and a family you are working with, please contact our Marketing, Communication and Development Department at 877-206-9474. Please do not contact the media directly. The Marketing, Communication and Development Department will be happy to discuss your ideas and possibly create a press release to send to the media. This way, both the wish story and the Foundation's key messages are being released to the media.

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IN-KIND DONATIONS

Making The Ask and Making It Work

As a Make-A-Wish volunteer, you are able to ask for donations on behalf of the Foundation. Here are some tips to help you make a successful ask:

- ➔ **Define the need** - propose specific item(s) you need and what it is for.
- ➔ **Focus on mission/vision/purpose** - this will help the donor feel connected to the mission.
- ➔ **Ask them to "join," "be part of," or "take ownership" for the gift** - the way you ask for the donation is one of the most important aspects of any inquiry. For example, say "Will you please join me in granting Joey's wish by donating..."
- ➔ **Talk about outcomes, not activity** - make sure you reiterate how their donation will ultimately benefit the Foundation.
- ➔ **Be respectful** - a good ask is always thoughtful and careful.
- ➔ **Talk about recognition** - let the donor know how much we rely on donations and what we can do to recognize their efforts.
- ➔ **Let the prospect think about it** - make sure you don't pressure anyone on the spot. Give them time to decide.
- ➔ **Contact the donor for follow up** - remember to re-contact the potential donor so they know we still need them.
- ➔ **Acknowledge the gift sooner than later** - people will be much more likely to donate again if they are properly thanked.

Wings for Wishes

Meet "Miles", the newly-named airplane mascot for the **Wings for Wishes** frequent flyer program! Congratulations to Amy Alonso for submitting the winning entry. Thanks to everyone who offered suggestions!



ATTENTION WISH-GRANTING VOLUNTEERS

We've received comments regarding the term "lead" volunteer and "secondary" volunteer. Initially these terms were intended to keep straight who we sent the paperwork to. We have taken these concerns seriously, and decided that we will now be referring to each person as a **wish-granting partner** or as a **wish-granting mentor** for volunteers training new members. Paperwork will still only be sent to one volunteer to save on supplies and postage.

It is crucial that all volunteers are in contact with their wish-granting partner throughout the process of the wish. Communication is key while waiting for a child's wish to be granted. Whether it is sending thinking of you gifts, planning the wish party, or general wish-granting responsibilities, both partners must communicate with each other and the wish program staff so everyone is on the same page and the family feels engaged with our process.

HAVING TROUBLE COMING UP WITH IDEAS FOR YOUR WISH CHILD'S WISH CELEBRATION PARTY?

Here are some helpful tips:

- Picnics and BBQ's are fun for everyone, especially this time of year
- Pizza is still the number one requested food by wish children, you can never go wrong with a pizza party
- A karaoke celebration for a child who just got a new computer
- Princess parties are always special for a child who wants to meet the princesses at Disney
- Movie night with DVDs starring the celebrity the wish child is going to meet
- Slumber parties for a wish child after their shopping sprees are always a good way to end the day
- Ice creams socials are always a big hit
- A luau party for a child going to Hawaii
- A night of miniature golf for a child's family and friends is sure to be a good time

