

HOW MAKE-A-WISH ENGAGED THEIR Facebook Community and Grew Social Revenue

The Results



Org Overview

Every 20 minutes, a family hears the devastating news that their child is diagnosed with a critical illness, leaving many families feeling helpless, or worse, hopeless. That's where Make-A-Wish comes in.

When asked to give an overview of Make-A-Wish, Sioban Kerr—the organization's Director of Social & Digital—didn't hesitate: **"it's a community of people who come together to make life-changing wishes possible for children with critical illnesses."** And she actually means life-changing, as wishes can help children build the physical and emotional strength they need to overcome their diagnoses.

The Challenge

The Make-A-Wish team had worked with GoodUnited in the past, and after taking everything in-house a couple years prior, knew that in order to grow the program and meet rising revenue expectations, they needed to invest in trusted resources.

THEIR GOALS:



The Approach

Together, Make-A-Wish and GoodUnited planned a Challenge—including a paid ad strategy—and ongoing communication plan with GU's conversational technology to work toward a strong and scalable program.

Through a month-long 30-Mile Walk/Run Challenge and calculated community management, Make-A-Wish saw a hugely successful pilot event, amassing nearly **3x their projected revenue and a 109% increase** in average fundraisers on the platform.

“Challenges on Facebook help us engage those who know and care about Make-A-Wish and keep them in-channel. It's a shift in mentality for us—as opposed to converting donors to another fundraising initiative.”

—SIOBAN KERR
DIRECTOR, SOCIAL & DIGITAL