

The background features a blue-tinted collage of various people's faces, overlaid with a series of yellow wavy lines that create a sense of motion and flow.

Raise
2020

Streamlining, Not Streaming!

Keeping Request-A-Thon Fresh

W E L C O M E



Karen Wojcik

National Customer Success Manager
OneCause

W E L C O M E



Amy Nelson

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Make-A-Wish Ohio, Kentucky & Indiana

W E L C O M E



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Director of Analytics
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Make-A-Wish®

- 285,000 life-changing wishes to children with critical illnesses between the age of 2 ½ and 18
- 60 chapters across the US
- 33,000 volunteers





Make-A-Wish®

I wish to go
I wish to meet
I wish to be
I wish to have
I wish to give

Ohio, Kentucky & Indiana's Scope and Reach

- Largest chapter
- Five regional markets with 65 staff members and 1,200 volunteers
- Over 17,000 wishes
- Average cost of a wish is \$10,000
- Revenue for wishes comes from individuals, companies, groups and events.
- Indiana puts on 3 events each year
 - Request-A-Thon – winter
 - Gala - spring
 - Polo event – summer





Join the Smiley Morning Show on 99.5 WZPL for the 23rd year as we bring listeners touching wish stories and raise support to grant more wishes in Indiana!

Beginning at 6 a.m. on Thursday, December 5th and running for 36 hours, listeners can tune into the live broadcast and request any song in exchange for a donation to Make-A-Wish®.

Event by the Numbers



500,000+
listeners
last year



Over
\$700,000+ raised
last year



Over
1,100
wishes granted



35,000+
individuals
donated



\$7+ million
raised

Since 1997...





99.5 Make-A-Wish® Request-A-Thon Sponsorship December 5-6, 2019

Hope Sponsor \$20,000+

- Grant the wish of two children
- Included in on-air announcements
- Multiple hours sponsored exclusively by your company
- Live check presentation in studio
- One hour phone bank volunteer spots for 16 people
- Recognition and linkable logo on ZPL & Make-A-Wish® websites
- Mentioned in post event e-message to Make-A-Wish constituent base
- Mentioned in all pre and post press releases
- Mentioned in our social media outlets leading up to the event and during the event

Wish Sponsor \$10,000

- Grant the wish of one child
- One hour sponsored exclusively by your company
- One hour phone bank volunteer spots for 8 people
- Pre-taped check presentation
- Mention in Make-A-Wish social media outlets

Joy Sponsor \$4,000

- Grant half a wish
- One hour phone bank volunteer spots for 8 people
- Pre-taped check presentation
- Mentioned in Make-A-Wish social media outlets

Event Sponsor \$2,000

- One hour phone bank volunteer spots for 8 people
- Pre-taped check presentation
- Mentioned in Make-A-Wish social media outlets

Strategies in a Changing Radio World

- Sponsorship
- Donation methods
- Schedule of event
- Matches
- Premium hours
- Wish kids
- Media platforms
- Volunteers
- Thermometer

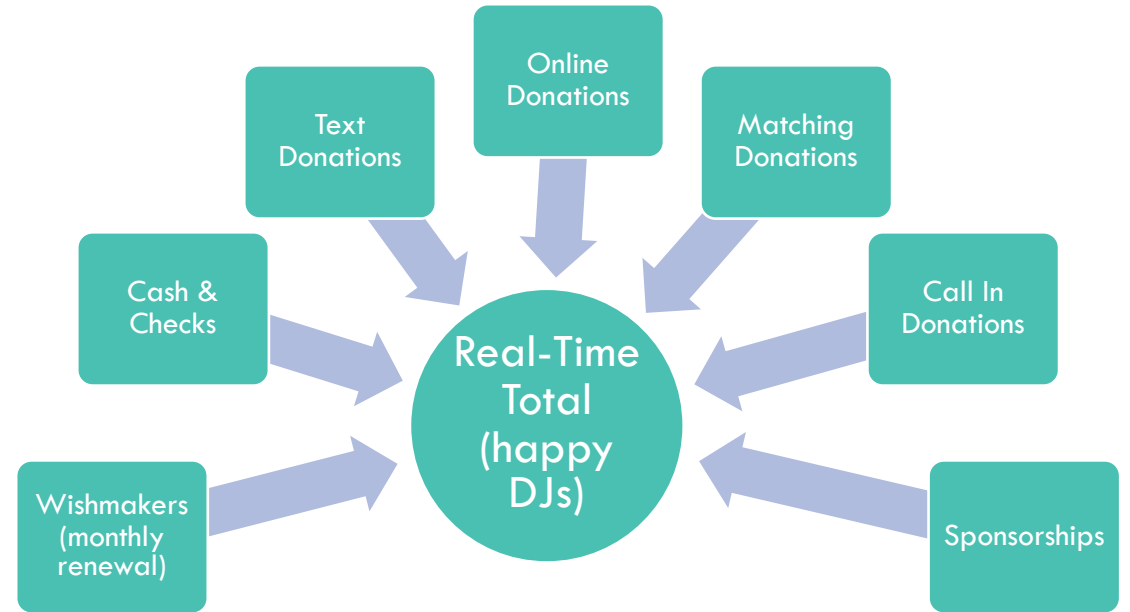
Innovative fundraising created complex and unreliable solutions

- Combine 6 different donation sources
- From 5 different solutions
- Into 1 simple, accurate real-time total



Streamlined solutions enabled better fundraising

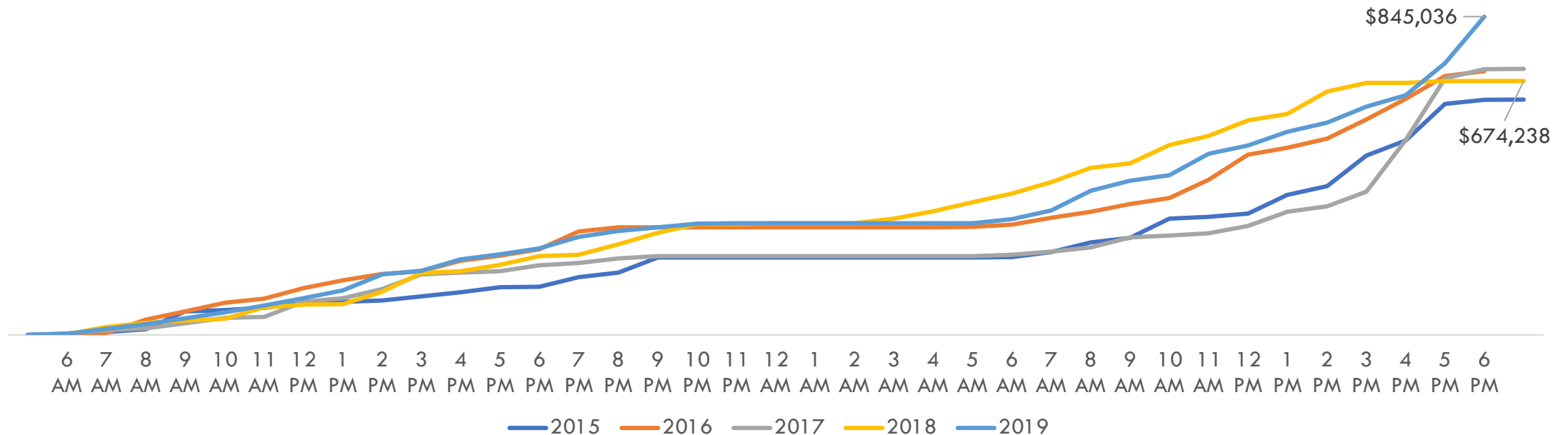
- All donations ending up in the same place
- Simple scheduled sponsorship & matching entry
- Easily refreshed totals accessible to DJs and OKI staff





Results really do speak for themselves

84 life-changing wishes



Interactive Activity

Raise
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A woman with dark hair, wearing a black headset with a microphone, is looking at a laptop screen. She is wearing a dark blue shirt with white polka dots. Her hands are raised in a gesturing motion. The background is a blurred office setting. The image is split diagonally by a blue triangle on the left side, which contains the text 'Questions?'.

Questions?

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Session Ratings

Don't forget to rate each session!

VISIT RAISE APP

Follow us

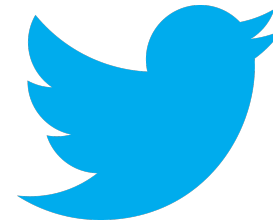
ON SOCIAL



fb.com/onecause



@onecause



@onecause

#FEARLESSFUNDRAISER

#RAISE2020