



The Make-A-Wish Foundation

The Make-A-Wish Foundation is a 501(c)(3) nonprofit organization that is dedicated to helping grant wishes to critically ill children and was founded in 1980 in Phoenix, Ariz. The organization's mission is to "create life-changing wishes for children with critical illnesses." Donors, healthcare experts and volunteers come together to grant wishes for sick children and their families. Make-A-Wish started after a 7-year-old boy living with leukemia who wanted to be a police officer when he grew up. The whole Phoenix community in which he lived came together to help make his dream come true. Make-A-Wish has granted over 500,000 wishes since being founded in 1980. Make-A-Wish International has 39 affiliates around the world, and is currently helping serve children in over 50 countries. There are many different ways to get involved or donate through social media, the website or directly in person. They make it so wishes can be donated in honor of a loved one. Children eligible for a wish can be referred by a parent or guardian, a doctor, the child themselves or another member of the child's family with complete medical information on the child.

SWOT

Strengths

The website is easy to navigate and readily provides lots of information about the organization. It is very simple to donate money, which is what the organization needs from many of its publics. The website is well-organized to help publics learn more about the organization, donate, or refer a child. Make-A-Wish links social content such as YouTube videos that are placed throughout the site to redirect users to their channel. The website is visually eye-catching and has strong branding. The Make-A-Wish logo is clear and appears on every page. The mission statement and history of the organization are clear and easy to find. "Impact of a wish" is front and center on the website. It is very important for showing what exactly the organization does to gain donations and sponsorships. By showing the impact the wishes have on the children, it's clear that their mission is to help kids smile again. The website has an option to have the text in Spanish making it more inclusive to those who don't speak English.

Weaknesses

Information about the organization's history is not as apparent as the push to raise money, which is potentially a turn-off for those wishing to learn more without looking too much. While the website has a section explaining the positive impact of wishes, it can be tedious to navigate and not likely to be seen unless someone is planning to spend a good amount of time on the website. The content on the website is not necessarily made to be shared on social media, which could impact how publics spread information about the organization. News releases and media pages on Make-A-Wish website are outdated, and go long periods without any updates. It also

appears that as soon as one press release is published, the previous older news releases are taken down. This can make it hard to learn more about the organization and gather information about who they are and what they do. There are certain tabs such as the press release section that are hard to navigate to. It is almost easier to find their press releases attached in articles from news outlets.

Opportunities

The website could be strengthened with the inclusion of more social posts, namely Instagram and other more visual forms of content. The website could also display the stories of those who have helped in addition to the kids who have gotten their wishes granted (ex. Someone who hosted a birthday party to fundraise for the MAW foundation). The website has many interesting pages/initiatives that are not prominently displayed and can be more prominently displayed. A big question that donors have is “where does the money go when they donate?” Having a clear breakdown of how monetary donations are used would help bring in more donors. The pandemic was very depressing for most families so showing a light at the end of the tunnel with more wishes being granted now would be a good opportunity to market to their target audience. This could be adding videos or photos of new wishes being granted since the pandemic started. While the website has an English and Spanish version it does not have other languages. There is opportunity to add other languages since it is an international company that way they are more inclusive.

Threats

With people looking to social platforms to learn more about organizations, a lack of social integration on the website could be harmful in the long run. There is no mention of how COVID-19 pandemic has affected the organization and its ability to grant wishes. Without having up to date information on their page they are ultimately losing out on potential volunteers and donors. People want easy access to learn as much information as they can in as little time. They need to be able to trust the organization. The Starlight organization is a threat to Make-A-Wish as they have a similar program with helping assist kids with critical illnesses. They can potentially steal donors and volunteers from Make-A-Wish. Another threat is outside sources like certain media websites or the public on social media. Earlier this year, misinformation about Make-A-Wish and their vaccine policy was circulating social media and traditional media. The public was under the impression that Make-A-Wish was refusing to help unvaccinated kids but that was not the policy that was in place.

Recommendations

Make-A-Wish needs to make better use of press releases in particular. They need to be easy to access for the public. Keeping old press releases up is important that way the target audience trusts the organization and doesn't think they are hiding something from them. Make-A-Wish should use social media as a tool to share stories of children the organization has helped. The stories on the website were limited, short videos on platforms such as Instagram and TikTok will help build up even more of a human face for the organization. People are generally more drawn to visual aspects on websites so adding more photos throughout long paragraphs of text will give the eye a

break. This could come from embedding social media such as Instagram or Twitter into the text that way it adds a visual but also provides more links and opportunities to view their social media pages. When people hear directly from families and volunteers they will become more interested and trusting of Make-A-Wish and their goals of helping critically ill children. Community outreach is a huge part of the Make-A-Wish foundation. Being able to display that on their website would draw in volunteers or donors who are on the fence about becoming a part of the Make-A-Wish family. This could be displayed in videos, photos or testimonies from people in various communities. People are craving relationships and a sense of familiarity after spending so much time at home during the pandemic. Donors like to see their money making a difference and how it is being used, thus posting more content of actual wishes being granted would be beneficial. A lot of the company is centered around the wishes they grant, however, Make-A-Wish also helps support families and other services such as delivering Christmas presents. Highlighting these other activities would bring awareness to all that Make-A-Wish does to help critically ill children.