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the digital agency for do-gooders

Organization: Make-A-Wish Foundation of America
Attention: Deb Thompson, Vice President of Chapter Support
Project: MAW_E Implementation Options
Date: September 20, 2016

Overview

See3 sees ourselves as a strategic partner for Make-A-Wish, and we want our work on the Wish Families project to help you achieve your 2020 Vision of granting 17,000 wishes annually by 2020. We know that to enable this growth, National and Chapters must increase your annual revenue raised from \$304MM to \$441MM/year.

In order to help you reach this goal, See3 has developed an Engagement Strategy specifically focused on wish families. See3 can help MAW implement on the following components of this Engagement Strategy:

- Developing personas for chapter use
- Design of the wish families section of the MAW website
- Production of video content for wish families
- Curriculum development and implementation of an intensive training series for chapters to support them in better wish family communications

Below are detailed descriptions and budget estimates for each component.

Wish Family Personas

Audience personas are a powerful tool for chapters to hone their message and think more critically about who they are speaking to, which channels their constituents are on, and what messages these constituents are most likely to respond to. Chapters need to see these personas in ways that will keep them top of mind, and with enough information about how to use them so that they feel empowered to make changes in how they communicate.

Digital media has extensive capabilities, but the presence of print materials will be a powerful tangible reminder to chapters that their constituents needs to be at the center of all the content they produce. In order to distribute the personas widely throughout chapters and to encourage them to adopt audience-centric messaging, we plan to develop the following print materials for MAW:



1. Persona posters: One to two (1-2) artistically created posters with pictures of people who embody the MAW personas See3 has defined, surrounded by keywords that describe their personality traits and interests. [See example of how one organization did persona posters here.](#)
2. New pages for persona flip book: printed on card stock, in full color, this spiral bound mini-book, includes all audience personas and detailed story ideas for each. This highly-designed book is used by all chapters for reference and onboarding. We can use similar designs and templates to make it easy for chapters to add new persona pages to this flip book.

These materials will be used as a reference tool – posters will be displayed in chapter offices along with existing persona posters, and pages can be added to existing flip books. These print materials will be distributed to remind chapters that wish families should be top of mind whenever they are creating new content.

Process - Audience Persona Print Materials

See3 and MAW will participate in a discovery meeting to determine how these print materials should look and feel, what content to include, and how the materials should be introduced to chapter and national staff. See3 will work with the content developed for the audience personas to write copy for the posters and the book that will effectively share new messaging.

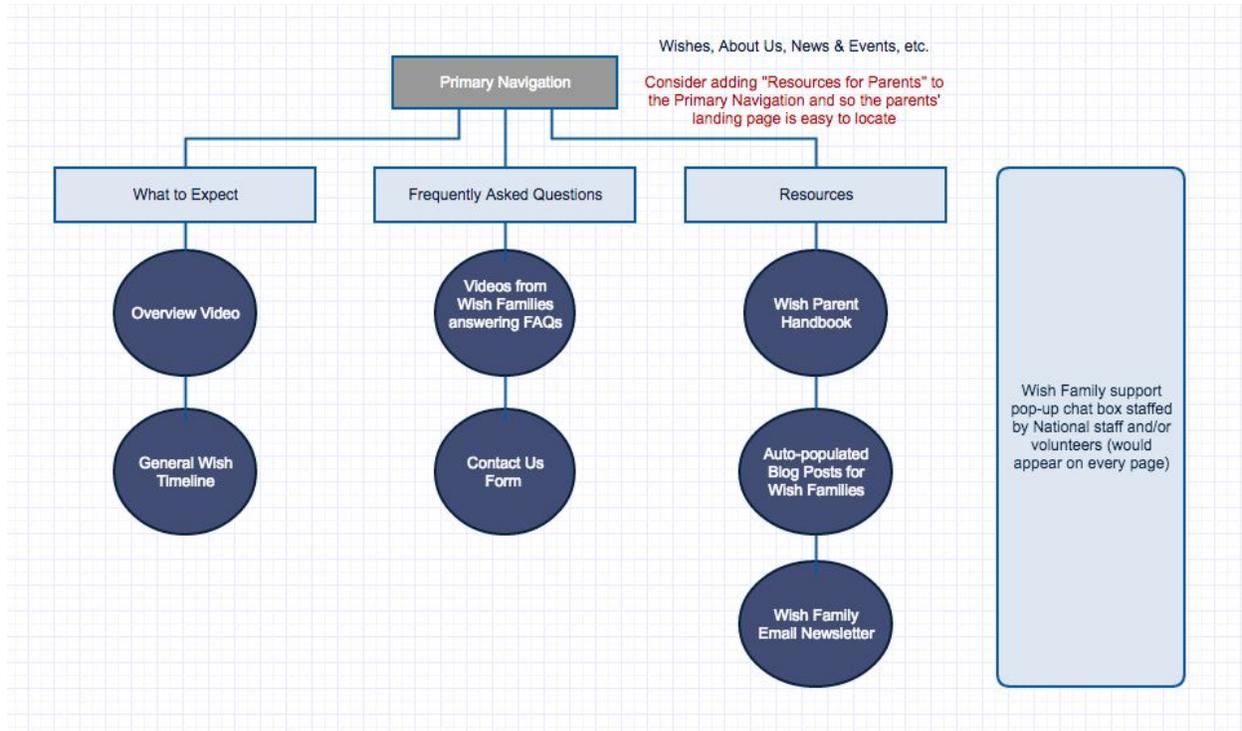
Our design team will identify stock photography that represents our personas, and will develop a design for the materials that complements MAW's brand guidelines. If we choose to create other materials, additional costs may apply. The ultimate draft of all posters and the book will each include two rounds of MAW revisions. Deliverables include print- and electronic-ready files for posters and personas flipbook.

Wish Family Wireframe & Design

Today when wish families visit the Make-A-Wish website, they only find clinical information on child eligibility for wishes. By creating an online space just for wish parents, MAW can leverage its thirty years of knowledge on how to make sick kids feel better to create valuable content that speaks to parents' concerns and needs. By connecting families to MAW and to one another, this web portal can help families feel a little less alone during a challenging, emotional time in their lives. This sense of community can create a true feeling of partnership between parents and MAW, laying the foundation a lifelong relationship that benefits both.



Based on the Wish Families Engagement Strategy, we have baseline information to begin building a meaningful online home for wish parents. This Wish Family Wireframe & Design would provide additional detail and graphic elements, likely based on the Site Map below:



As a part of this project, See3 can develop a Wireframe & Design for the wish families page on the new MAW based on needs described by wish parents during our research. Wireframe designs typically include labels for the main sections of content, representation of navigation menus, and a layout of the homepage and other critical screens to help determine priorities. The design would provide a visual layer on top of the wireframes, leveraging MAW branding and applying it to the new information architecture.

See3 will create wireframe designs to provide MAW and all stakeholders a set of visual models to test the ideas and confirm key strategies. We will hand off the wireframes and design for MAW's web development vendor to implement on the website.

Deliverables for this phase

- Wireframe Designs
 - Two (2) rounds of feedback
- Design Concepts
 - One (1) graphic concept for the web portal



- Concept to be shown at two (2) different screen sizes representing the responsive nature of the web portal
- Two (2) rounds of feedback to refine the concept
- Design Comps
 - Three to four (3-4) Interior page designs
 - Two (2) rounds of feedback
- A website style guide outlining specific Wish Family Web Portal styles. This will include styles for buttons, headings, menus, navigation, typography, and hover styles.

Onboarding & FAQ Videos

Hearing your child has been referred to become a wish kid is a challenging moment for any parent. While the child may be excited about the possibility of receiving their one true wish, many parents are terrified that this signals a terminal diagnosis of their child, and often experience more fear than joy. On top of that, See3 understands that wish families are receiving mixed information about what to expect when entering the wish process. To address this challenge, See3 recommends creating a fun, engaging, and informational onboarding video that offers a happy hello and a guiding hand for anyone who thinks their child might be eligible for a wish.

Working closely in a collaborative partnership with MAW , See3 will develop a 3-5 minute explainer video that shares the details of the wish experience with parents. The video may include:

- A welcome message from MAW staff or fellow wish parents
- A brief intro to the wish experience, from defining your wish through its completion
- MAW values that guide the wish experience
- Explanation of eligibility requirements and explanation that receiving a wish is not a terminal prognosis
- Clarification on family inclusion in the wish experience; what wishes are off limits

See3 would also like to develop a series of videos featuring alumni wish families asking frequently asked questions posed by potential wish families. The families chosen to answer questions in the video can model the families we identified as having unique needs in our Engagement Strategy - including Spanish-speaking, affluent, low income, and blended wish families. These videos can answer some of the following questions or concerns:

- What are the additional costs (surely there will be some)?
- Are you sure my child is eligible?
- How much attention and energy will this take out of me, at a time when I have no reserves?
- When will the Wish be granted? What's the timeline, from start to finish?



- What if not all family members have documentation/papers to travel?
- Who and how many family members can be part of the wish?
- How many family members who can travel as part of the wish?
- How do we coordinating travel (same flights & hotel) for additional family members?
- If I can provide this for my child, what are there benefits of working with MAW?
- Will my child's wish take away an opportunity for another (more deserving) child?

See3 can provide an expanded proposal on the Onboarding Video if MAW is interested in pursuing this component of the proposal. See3 assumes that MAW can provide access to footage of several wish kids and their families during the wish experience.

Wish Families Intensive Training

Since the beginning of 2015, See3 has been managing the Content Strategy Collaborative (CSC), engaging over 20 Make-A-Wish chapters in project-based, cross-chapter learning. Based on initial evaluations of the CSC, we have developed framework for expedited professional development experiences (3-6 months) called Intensives. These Intensives are designed to empower internal leaders to pressing problems that affect all chapters.

We are currently discussing several potential Intensives with Brand Development that could focus on topics like Reaching Hispanic Audiences, Organizational Development, Data & Analytics, Content Collection, and Wish Family Engagement. See3 could work with MAW to identify 3-4 topics that are the highest priority for the Intensives, and develop the curriculums with the national team. While the complete development process is still being defined, the Intensives would provide a structure for MAW to continuously and iteratively solve problems that have proven to be growth obstacles to many chapters.

Estimated Timeline & Budget

Timeline and budget are contingent upon the client's ability to adhere to the detailed timeline created when the project is contracted. All costs outlined below are applicable for ninety (90) days from the date of this document.

Item	Cost
Wish Family Personas	\$25,000 - \$35,000
Web Portal Wireframe & Design	\$10,000 - \$20,000
Onboarding & FAQs Video	\$25,000 - \$75,000 depending on number of videos



Wish Family Intensive	Pricing varies
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Phase	Estimated Timeframe
Wish Family Personas	3-4 months
Web Portal Wireframe & Design	2-3 months
Onboarding & FAQs Video	2-3 months
Wish Family Intensive	Timing varies

See3 can provide an expanded proposal on for any one of the deliverables mentioned above if MAW is interested in pursuing a discrete implementation option.

