



# 2020 Holiday Make-A-Wish Campaign

Communication Plan

AMERICAN FREIGHT





## 2020 Make-A-Wish Campaign: Communication Plan

### Overview:

This plan outlines the internal communications strategy for our 2020 Make-A-Wish (MAW) Campaign. There are four primary goals that this strategy aims to achieve:

- Educating American Freight Legacy Stores on the history of our partnership with MAW and how their store can make a positive difference;
- Reminding American Freight Outlet Stores of our partnership with MAW and the impact our stores have made throughout the years;
- Providing all stores with details on this year’s campaign, including dates, store / region goals, how to ask customers for donations; and
- Inspiring a friendly competition between stores, generating as many donations as possible.

The plan includes a project timeline, the look/feel of our MAW communications, and the details for the communications spanning the months of November and December 2020.

### Timeline:

| Date          | Communication                           | Medium                 | Frequency   | Audience                     |
|---------------|---|------------------------|-------------|------------------------------|
| 11/3          | Introducing Make-A-Wish                 | Email & Video          | Once        | AFL Locations                |
| 11/3          | Make-A-Wish is Back!                    | Email & Video          | Once        | AFO Locations                |
| 11/4 – 11/20  | Local Chapter Store Visit               | Face-to-Face           | 1 Per Store | Select Stores                |
| 11/10         | How We Can Make A Difference This Year  | Email                  | Once        | All Locations                |
| 11/13         | Impacting Our Communities               | Email & Video          | Once        | All Locations                |
| 11/15         | Virtual Campaign Kickoff Invite         | Email / Outlook Invite | Once        | All Locations, Field & Staff |
| 11/16         | How to Ask for Donations from Customers | Email                  | Once        | All Locations                |
| 11/20         | Virtual Campaign Kickoff                | Microsoft Teams Call   | Once        | All Locations, Field & Staff |
| 11/20         | Reminder: MAW Campaign Begins           | Email                  | Once        | All Locations                |
| 11/30 – 12/26 | MAW: Store/Region Goal Updates          | Email                  | Weekly      | All Locations                |
| 1/8           | MAW Wrap Up: This Year’s Impact         | Email                  | Once        | All Locations                |

## Make A Wish – Communication Campaign Templates:

- **General Template Mockup**



**To:** American Freight Legacy Locations

**Subject:** Introducing Make A Wish



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- Campaign Goal Template Mockup



To: All American Freight Associates

Subject: Make A Wish – Store Goals Update

Make-A-Wish® | Goal Update

**Campaign Goal: \$300,000**

Collected So Far: \$xx,xxx

Remaining: \$xxx,xxx

## Store Leaderboard

1. Store xxx – City, State: \$Amount Collected
2. Store xxx – City, State: \$Amount Collected
3. Store xxx – City, State: \$Amount Collected
4. Store xxx – City, State: \$Amount Collected
5. Store xxx – City, State: \$Amount Collected

## Communication Details:

### **11/3: Introducing Make-A-Wish**

- Medium: Email & Video
- Audience: AFL Locations
- Purpose / Message: Educating American Freight Legacy Stores
  - Quick background on the Make-A-Wish Foundation
  - AFO stores have been working with Make-A-Wish for #x years, and have raised \$x for the organization, helping to grant x number of wishes.
  - Teaser on this year's campaign (dates, what's to come, etc.)
- Other Components: "40 Years of Wishes | :60 PSA"
  - <https://www.youtube.com/watch?v=EoLXTIXBIXA>

### **11/3: Make-A-Wish is Back!**

- Medium: Email & Video
- Audience: AFO Locations
- Purpose / Message: Reminding AFO Stores of our partnership with MAW
  - AFO stores have been working with Make-A-Wish for #x years, and have raised \$x for the organization, helping to grant x number of wishes.
  - Teaser on this year's campaign (dates, what's to come, etc.)
- Other Components: "40 Years of Wishes | :60 PSA"
  - <https://www.youtube.com/watch?v=EoLXTIXBIXA>

### **11/4 – 11/20: Local Chapter Store Visit**

- Medium: In-Person Visit
- Audience: Select Locations
  - We will try to focus these visits on the AFL Locations to introduce the store associates to our MAW partnership and to educate them on the history of the foundation.
- Purpose / Message: Educating American Freight Legacy Stores
  - Make-A-Wish associates will visit select Legacy stores over the three-week period leading up to the campaign. During these visits the MAW associates will explain the impact the Make-A-Wish foundation can have on the local community and will create excitement for working with the Legacy stores.

### **11/10 How We Can Make a Difference This Year**

- Medium: Email
- Audience: All Locations
- Purpose / Message: Providing all stores with details on this year's campaign
  - Campaign Dates – How to Maximize Our Campaign Period in Stores
  - Total Goal & Regional Goal Breakdown

### **11/13: Impacting Our Communities**

- Medium: Email & Video
- Audience: All Locations
- Purpose / Message: Inspiring a friendly competition between stores
  - Introducing Competition between stores – the region / store with the most donations will get to participate in a wish granting in their local community.
- Other Components: Short Video of an Impact Story
  - Backup video: “Hope is Essential”
    - <https://www.youtube.com/watch?v=x0IUXoOEXME>

### **11/16: How to Ask for Donations from Customers**

- Medium: Email
- Audience: All Locations
- Purpose / Message: Providing all stores with details on this year's campaign
  - Reminder on the mission of the Make-A-Wish foundation & our total goal for this year's campaign
  - Use key points from the Break Room sign with details on how to ask customers for donations
    - Make the Ask
    - Keep It Personal
    - Smile & Share Goals with Customer
  - Reminder on competition & Call to action for requesting donations
- Other Components: Break Room sign as an attachment

### **11/20: Reminder: MAW Campaign Begins 11/22**

- Medium: Email

- Audience: All Locations
- Purpose / Message: Final Details on Campaign before Launch
  - Reminder of campaign goals
  - Reminder that the campaign will begin on Nov. 22<sup>nd</sup>

### **11/22 – 12/26: MAW: Store/Region Goal Updates**

- Medium: Email
- Audience: All Locations
- Purpose / Message: Weekly update on how much we've raised so far; inspiring competition between stores
  - Breakdown of total goal
  - Store Leaderboard

### **1/8: MAW Wrap Up: This Year's Impact**

- Medium: Email
- Audience: All Associates
- Purpose / Message: Final Message on the Campaign after it's ended; updating the field on the impact they helped create
  - Celebrating total amount raised
  - Thanking stores for their participation
  - Announcing which store/region won the contest.

# Communication Examples



**From:** [AFNEWS](#)  
**Subject:** Impacting Our Communities with Make-A-Wish  
**Date:** Tuesday, November 17, 2020 11:19:15 AM  
**Attachments:** [Make-A-Wish Goals - 2020 \(send\).xlsx](#)  
[image007.png](#)  
[image009.png](#)



**To:** All Associates

**Subject:** Impacting Our Communities with Make-A-Wish



## Impacting Our Communities with Make-A-Wish

We are excited to once again be partnering with the Make-A-Wish Foundation this holiday season for our annual fundraising campaign. The foundation works to grant life-changing wishes to children fighting critical illnesses. It's a source of inspiration and joy for families all over the nation, and the chances are high that someone in your hometown or local market has been positively impacted by Make-A-Wish. Through our campaign, we're not only donating to a good cause, but we're partnering with customers and local neighbors to create a positive difference for our American Freight communities.

Remember, the campaign is only a few days away, so mark your calendars for **November 22<sup>nd</sup> – December 26<sup>th</sup>**! This week, we are sharing all the details on our campaign goals and an exciting company-wide competition.

### Raising \$300,000 & Competition

**Our total campaign goal this year is \$300,000!** With more than 300 store and ORDC locations, we hope to exceed our donation goal!

Each location has a donation target, and we've attached a spreadsheet that shows the goal breakdown, so you can see what your store / ORDC is striving for.

#### **Here's an overview:**

- American Freight Legacy Stores – Total Goal: \$125,000
- American Freight Outlet Stores – Total Goal: \$155,000
- ORDC Locations – Total Goal: \$20,000

To do this, we'll need your help! Will your location raise the most money this year? If so, you're in for an exciting prize.

Starting this year, we will be awarding the location that raises the highest amount of donations with the Fundraising Champion Award. The winning location will get to keep the award until next year's campaign, where locations will compete again for the prize.

Additionally, we know how important it is for American Freight to be connected with our communities. This year's competition will give one lucky region the chance to give back by donating the money raised to help a Wish Family in their community.

Keep an eye out for future communications, where we'll share more campaign details. To learn more about Make-A-Wish, [watch this short video](#) on Karina's story and how her wish brought joy to children across the country.



**From:** [AFNEWS](#)  
**Subject:** Making a Difference... with Make-A-Wish!  
**Date:** Tuesday, December 22, 2020 4:39:56 PM  
**Attachments:** [image008.png](#)



**To:** All American Freight Associates  
**Subject:** Making a Difference ... With Make-A-Wish!



## Making a Difference... with Make-A-Wish!

**Thanks to all of our field associates for making a difference this year!**

Because of your efforts, we have raised over **\$200,000** and we are able to grant wishes for children with life threatening illnesses, like **Iris**.

### Iris' Story

Iris is 9 years old. When she was just three years old, she was diagnosed with a brain tumor. Make-A-Wish stepped in to grant her a once-in-a-lifetime opportunity. Her wish was to see snow and experience a day in a winter wonderland.

Make-A-Wish transported Iris and her family to a snow-filled world, where they built snowmen, rode snow mobiles, and went skiing and ice skating. **The wish gave Iris the hope and strength she needed: Today, Iris is recovering.**

To view a personal thank you message from Iris to each and every one of our team members at American Freight, [click here](#).

Remember, there are still **5 days** left in the Make-A-Wish campaign. Let's use the last few days of the competition to raise as much as we can to help grant more wishes!

Sincerely,

**Mike Gray**  
Chief Stores Officer