

Sharing Your Story - Publicity

Storytelling remains one of the most powerful ways to inspire referrals, raise funds, recruit volunteers and remind our community why wishes are important tools in a child's treatment plan. As a wish family, you now have the opportunity to share your unique story with our community and help us grant even more wishes.

During your wish journey, we'll ask you to indicate whether you are "Publicity O.K.," meaning you give us permission to share your story, or if you "Prefer no publicity," meaning you'd rather keep your journey private. Being Publicity O.K. includes a wide range of storytelling opportunities, and you have full control over which you'd like to participate in. Below, you'll find some of the most common ways we'd share your story:

- Through social media, including Facebook, Twitter, Instagram, LinkedIn and YouTube
- On our website, eastnc.wish.org
- Via wish stories shared with donors and supporters
- By using your photos in newsletters or other communications
- In press releases to local media
- As part of public marketing campaigns

**Please note, Make-A-Wish Eastern North Carolina will never share your last name, address, or contact information without your express permission, regardless of your publicity status.*

If you are comfortable with all facets of publicity

Check the box on the Liability Release and Authorization form for *Option 1, "Publicity O.K."* **AND** initial on the appropriate line.

If you would prefer no publicity at all

Check the box on the Liability Release and Authorization form *Option 2, "Prefer no publicity"* **AND** initial on the appropriate line.

If you fall somewhere in between

Some families may be comfortable with certain types of publicity, but not others—for example, you may be okay with sharing your story on social media, but not with local newspapers. In this case:

1. Please discuss your preferences with a member of your wish granting team so that they are properly recorded.
2. Check the box on the Liability Release and Authorization form for *Option 1, "Publicity O.K."* **AND** initial on the appropriate line.

Regardless of the publicity selection, both parents/legal guardians must sign and date at the bottom of page 3.



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