

*I wish to  
build an airplane*

**Kyer, 8**  
gastrointestinal disorder

I'M A  
WISH KID  
AND THIS IS  
MY WISH!

2018 PARTNER + AGENT  
MEDIA KIT



At Trusted Choice<sup>®</sup>, we protect and cherish what people value most: their loved ones and their livelihood. That's why, for the seventh year in a row, we've partnered with Make-A-Wish<sup>®</sup> to enrich the lives of children with critical illnesses through truly remarkable experiences.

Thank you for helping share the #EnsureHope campaign with your clients, partners, and network. To accurately track campaign impact and reach, please follow these instructions closely, to share posts directly from the Trusted Choice social media platforms.

*I wish to visit  
a dude ranch*

**Cody, 7**  
blood disorder



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# Email Copy + Mockup Example

## Subject Line:

Ensure Hope with Just a Click

## Email Content:

Dear Valued Customer,

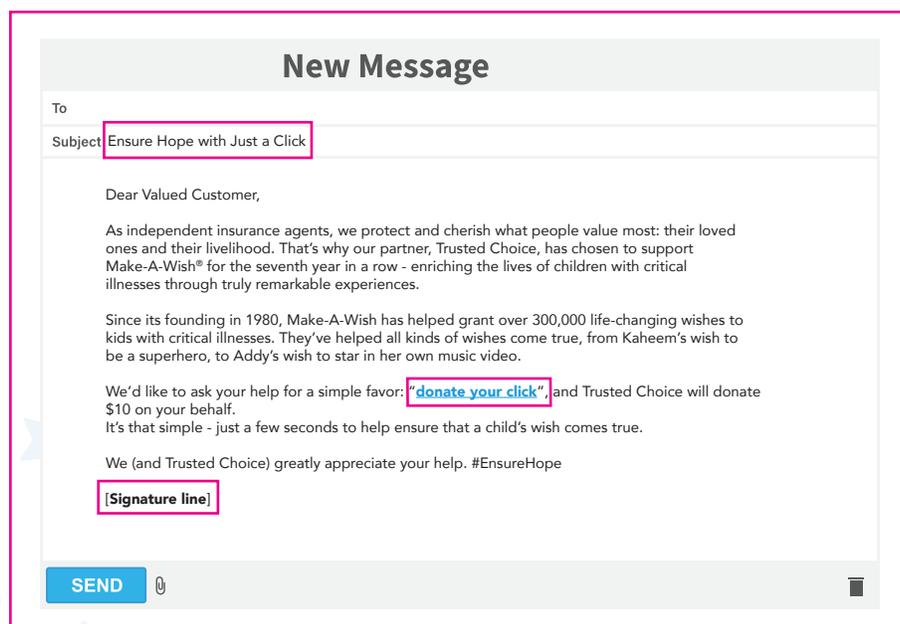
As independent insurance agents, we protect and cherish what people value most: their loved ones and their livelihood. That's why our partner, Trusted Choice, has chosen to support Make-A-Wish® for the seventh year in a row - enriching the lives of children with critical illnesses through truly remarkable experiences.

Since its founding in 1980, Make-A-Wish has helped grant over 300,000 life-changing wishes to kids with critical illnesses. They've helped all kinds of wishes come true, from Kaheem's wish to be a superhero, to Addy's wish to star in her own music video.

We'd like to ask your help for a simple favor: "[donate your click](http://bit.ly/2OG3upW)" [hyperlink to: <http://bit.ly/2OG3upW>], and Trusted Choice will donate \$10 on your behalf. It's that simple - just a few seconds to help ensure that a child's wish comes true.

We (and Trusted Choice) greatly appreciate your help. #EnsureHope

## [Signature line]



The screenshot shows an email composition window with the following content:

**New Message**

To: [Redacted]

Subject: Ensure Hope with Just a Click

Dear Valued Customer,

As independent insurance agents, we protect and cherish what people value most: their loved ones and their livelihood. That's why our partner, Trusted Choice, has chosen to support Make-A-Wish® for the seventh year in a row - enriching the lives of children with critical illnesses through truly remarkable experiences.

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We (and Trusted Choice) greatly appreciate your help. #EnsureHope

[Signature line]

SEND [Attachment icon] [Trash icon]



## Option 1:

### Create Organic Post to Share Landing Page

1. Create a new post on your desired social media platform.
2. Copy/paste the **recommended post copy** exactly as-is to ensure accuracy.
3. Post!

## Option 2:

### Share Post from Trusted Choice Social Media

1. Navigate to the Trusted Choice social media platforms for Facebook, Twitter or LinkedIn.
2. Locate the post "pinned" to the top of the Trusted Choice feed, describing the Make-A-Wish campaign.
3. Click to "share" the post and copy/paste the **recommended post copy** exactly as-is to ensure accuracy.

*For detailed instructions to share a post on Facebook, Twitter or LinkedIn, please see page 5.*

## Recommended Post Copy:



We like it when wishes come true. We bet you do too. Our partner, @TrustedChoice, is making it easy for you to help ensure that kids' wishes nationwide become a reality. "Donate your click" and Trusted Choice® will donate \$10 on your behalf to Make-A-Wish®. All it takes is a click from you. <http://bit.ly/2MczOSO> @Make-A-Wish America #EnsureHope



Our partner @Trusted\_Choice wants your help to ensure that the wishes of kids nationwide come true. That's why they want to donate \$10 on your behalf to Make-A-Wish®. It's that easy. <http://bit.ly/2MczOSO> @MakeAWish #EnsureHope



We like it when wishes come true. We bet you do too. Our partner, @trusted-choice-inc, is making it easy for you to help ensure that kids' wishes nationwide become a reality. "Donate your click" and Trusted Choice® will donate \$10 on your behalf to Make-A-Wish®. All it takes is a click from you. <http://bit.ly/2MczOSO> @Make-A-Wish America #EnsureHope

# Facebook Post Sharing - Detailed Instructions



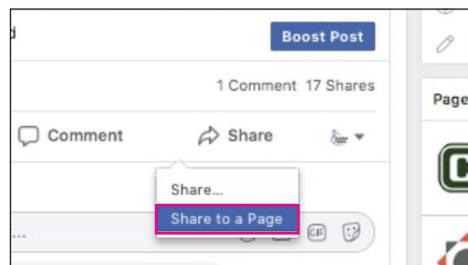
1. Visit the Trusted Choice [Facebook page](#).

2. A **"Pinned Post"** for this campaign will appear at the top of the feed.

*Note: This pinned post won't be available until campaign launch (week of 8/13/18). We'll use this post as an example.*



3. First, click the like button to **"like"** the post. Next, on the bottom right corner, click **"Share"**, then **"Share to a Page"**.



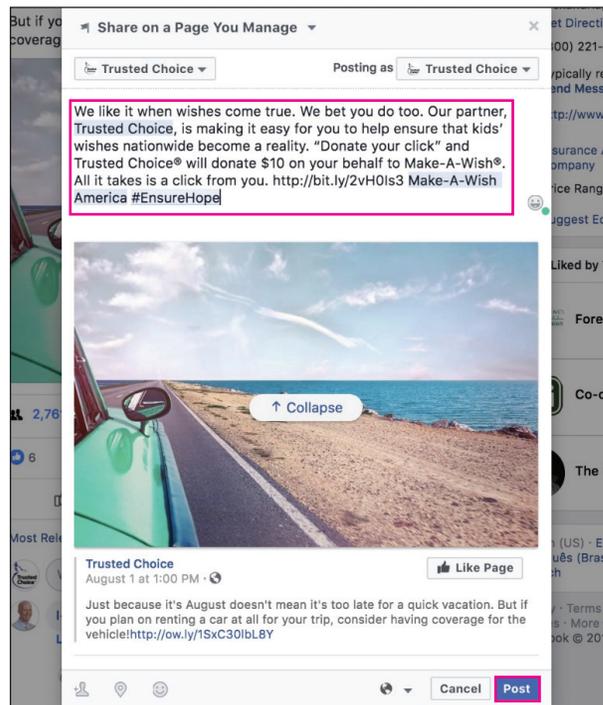
4. A new post window will appear. Keep the **"Include Original Post"** box checked. Copy and paste the recommended message copy provided below into the post.

*Note: Ensure you've selected your own correct Facebook business page to post on, and that you've properly tagged @TrustedChoice and @MakeAWish. There are a few similar profiles for each. When tagged correctly, the names will be highlighted blue without the "@" sign.*

5. Click **"Post"**!

## Recommended Message Copy (Copy and paste exactly as written):

We like it when wishes come true. We bet you do too. Our partner, @TrustedChoice, is making it easy for you to help ensure that kids' wishes nationwide become a reality. "Donate your click" and Trusted Choice® will donate \$10 on your behalf to Make-A-Wish®. All it takes is a click from you. <http://bit.ly/2vH0Is3> @Make-A-Wish America #EnsureHope



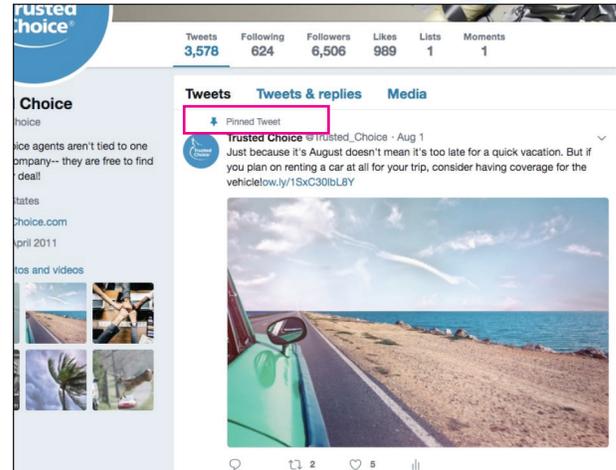
# Twitter Post Sharing - Detailed Instructions



1. Visit the Trusted Choice [Twitter page](#).

2. A **"Pinned Tweet"** for this campaign will appear at the top of the feed.

*Note: This pinned tweet won't be available until campaign launch (week of 8/13/18). We'll use this tweet as an example.*



3. First, click the heart icon to **"like"** the tweet. Next, click the **"Retweet"** icon.

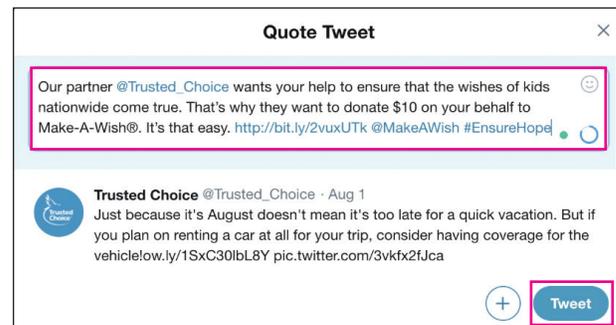
4. A new tweet window will appear. Copy and paste the recommended message copy provided below into the post.

*Note: Ensure you've properly tagged @Trusted\_Choice and @MakeAWish. There are a few similar profiles for each. When tagged correctly, the text will be blue.*

5. Click **"Tweet"**!

## Recommended Message Copy (Copy and paste exactly as written):

Our partner @Trusted\_Choice wants your help to ensure that the wishes of kids nationwide come true. That's why they want to donate \$10 on your behalf to Make-A-Wish®. It's that easy. <http://bit.ly/2vuxUTk> @MakeAWish #EnsureHope



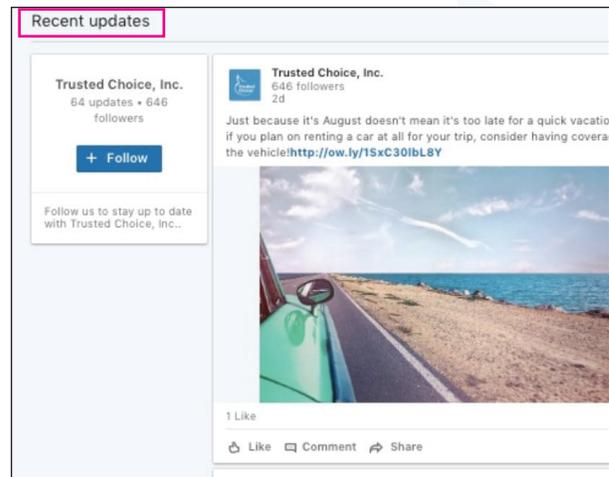
# LinkedIn Post Sharing - Detailed Instructions



1. Visit the Trusted Choice [LinkedIn page](#).

2. A campaign post will appear at the top of the Trusted Choice LinkedIn profile under **"Recent Updates"**.

*Note: This LinkedIn post won't be available until campaign launch (week of 8/13/18). We'll use this post as an example.*



3. Click to **"like"** the post. Next, click **"Share"**.

4. A new post window will appear. Copy and paste the recommended message copy provided below into the post.

*Note: Ensure you've properly tagged the @Trusted Choice, Inc. and @Make-A-Wish America. There are a few similar profiles for each. When tagged correctly, the names will be highlighted blue without the "@" sign.*

5. Click **"Post"**!

## Recommended Message Copy (Copy and paste exactly as written):

We like it when wishes come true. We bet you do too. Our partner, @trusted-choice-inc, is making it easy for you to help ensure that kids' wishes nationwide become a reality. "Donate your click" and Trusted Choice® will donate \$10 on your behalf to Make-A-Wish®. All it takes is a click from you. <http://bit.ly/2vhfIND> @Make-A-Wish America #EnsureHope

