



# Make-A-Wish®

## Final Report

ADPR 5750

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# TABLE OF CONTENTS

EXECUTIVE SUMMARY.....	3
RECOMMENDATIONS.....	4
ENGAGEMENT PATTERN GRAPHS.....	6
EARNED DATA: MAKE-A-WISH CONVERSATION.....	9
EARNED DATA: COMPETITION DATA.....	18
TOPIC DATA.....	21
APPENDICIES.....	29

# EXECUTIVE SUMMARY

## What is Make-A-Wish Foundation?

The Make-A-Wish Foundation is a nonprofit organization that helps fulfill the wishes of children with critical illnesses between the ages of 2 and 18.

## Business Problem:

Make-A-Wish has a strong following on Twitter with 211k followers, but engagement on posts is inconsistent and reliance on smaller, local MakeOA-Wish accounts divides the audience between different profiles.

## Data Analyzed:

From March 1, 2021 to August 31, 2022

Data was found on Brandwatch and NodeXL

Analysis is limited in that there was a lack of Facebook and Instagram data available.

## Report Breakdown:

### **Owned Data:**

The Owned Data report determines what characteristics make for the most successful tweets within Make-A-Wish's audience. We explored the characteristics of each post including theme of post, media type, and hashtag type, among other metrics, in correlation to its levels of engagement using Brandwatch.

### **Earned Data and Comparable Organizations:**

In our Earned Data report we analyzed earned data across various platforms using Brandwatch. We looked at mentions, retweets, authors, and total reach across Twitter, Tumblr, and Forums. This data allowed us to compare Make-A-Wish to competing organizations on various platforms.

### **Earned Topic Data and Custom Classifiers:**

In our Earned Topic Report we made our topic data set and categorized tweets into custom classifiers on Brandwatch. Our three classifiers were “Partnerships”, “Campaign”, and “Events”. It was beneficial to be able to see these categories in order to see what received the most engagement for the Make-A-Wish Twitter account.



# RECOMMENDATIONS

## Owned Data:

### Increase engagement on posts with call to action theme

Call to Action tweets received the lowest average levels of engagement, and Event hashtags received the highest levels of engagement (pg. 6). In order to boost the engagement levels of Call to Action tweets, we recommend that Make-A-Wish coordinates these tweets with an Event hashtag. This way, the engagement strength of Event hashtags can carry over into the engagement weakness of Call to Action tweets.

### Increase cause recognition for Make-A-Wish beyond existing following

Data showed that posts with the organization's website yield the highest number of retweets (p. 7). We recommend that Make-A-Wish includes the organization URL -- this could result in more retweets for posts, pushing the content to followers of the accounts retweeting.

### Boost impressions for posts with donation links

We recommend the use of recipient and donor media on tweets with the donation link included. Data showed that posts with donation links received the least amount of retweets (p. 7). Posts with pictures of recipients and donors yielded the greatest number of impressions (p. 8). Including this type of image content could in turn increase impressions on posts with donation.

## Earned Data:

### Utilize top users to increase total reach and engagement

We recommend that Make-A-Wish collaborates with twitter influencers such as @PilarskiMatthew who mentioned Make-A-Wish 657 times with an average reach of 930, as well as @staytooned folks who mentioned Make-A-Wish 248 times with an average reach of 1439 (pg. 13).

### Create incentive for users outside the typical audience to engage

The #DearVenmo campaign was very successful and produced 31,937 mentions on Twitter (pg. 16). Collaborating with companies like this increases mentions and creating a campaign with an incentive, such as a giveaway, encourages users to engage with the Make-A-Wish twitter account, effectively increasing reach.

### Combine themes in tweets to increase engagement

We recommend that Make-A-Wish creates a call-to-action or fundraising campaign centered around cause-connected themes to increase overall engagement across genders. For example, since men were the majority for "kid" and "my wish" themes while women were for "venmo", combining these themes could engage both men and women in the same tweets.

# RECOMMENDATIONS

## Competition Data:

### Incorporate a slogan hashtag that audience can use in tweets.

Children's Miracle Network Hospitals frequently uses the hashtag #forthekids and #kidscantawit which creates a cohesive theme throughout their social media presence (pg. 18). These hashtags are typically used for Call to Action tweets, which garner the lowest levels of engagement on average for Make-A-Wish. So using a repeated hashtag could help increase engagement on these tweets and polish brand recognition.

### Introduce a collaboration campaign with St. Jude.

St. Jude is responsible for 41% of the share of voice in the competition dataset, which is significantly larger than the other comparable organizations mentioned (pg. 19). Collaborations are a successful theme in Make-A-Wish's Twitter presence, making up 16.02k of total mentions (pg. 26). Partnering with St. Jude could expand reach to this sector of the audience.

### Encourage audience to share positive testimonials with Make-A-Wish.

The overwhelming majority of the positive sentiment in Children's Miracle Network conversations consists of gratitude from families and appreciation mentions (pg. 18). Encouraging families who are positively impacted by Make-A-Wish to post their testimonials with a specific hashtag could potentially increase positive sentiment in organization conversation on Twitter.

## Topic Data:

### Appeal more to female audience on Twitter by focusing on Partnership and Campaign themes.

The overall Topic dataset is divided by 59% male and 41% female authors (pg. 21). The data shows that women make up a larger proportion of the audience in the customer classifiers Partnership and Campaign tweets, as compared to the custom classifier Event tweets (pg. 25-27). We recommend an increase in Partnership and Campaign tweets to increase female audience engagement.

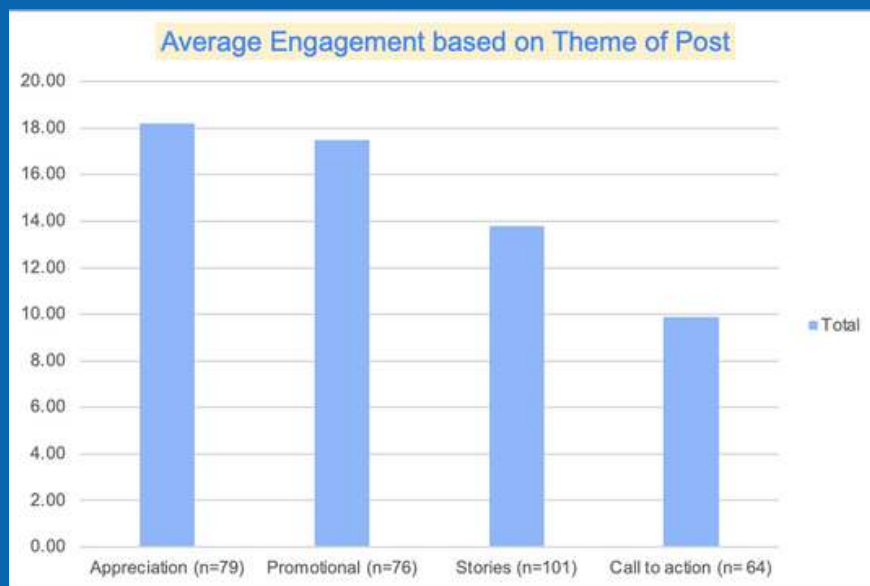
### Participate in more partnerships online.

The customer classifier "Partnerships" has produced over 16,000 mentions on Twitter with over 13,000 unique authors (pg. 26). When Make-A-Wish partners with other organizations and companies online, it engages new sectors of the audience and encourages audience participation, so this is an opportunity to capitalize on to increase reach and engagement.

### Produce more content with well-received partners.

Partnerships is a successful theme within Make-A-Wish's social presence. Much of the positive sentiment in these Partnership conversations is surrounding tweets about the WWE. Creating partnerships and tweets with the WWE could produce more positive sentiment, since it is only 14% positive sentiment currently (pg. 25).



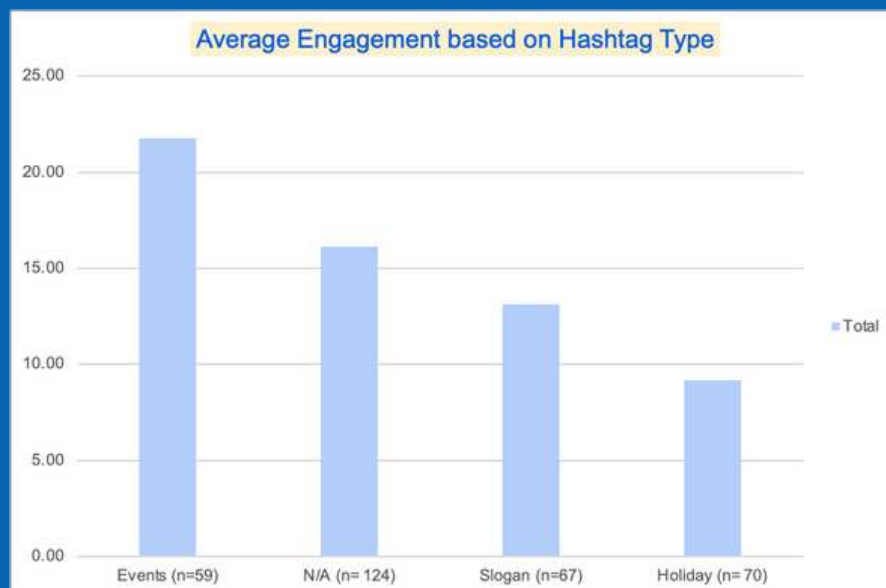


This graph displays the average engagement that posts rendered based on the overall theme of the tweet.

Here we can see that posts with a theme of appreciation and promotion produced relatively higher levels of average engagement than posts with a theme of stories or call to action.

When Make-A-Wish tweets about appreciation for donors or volunteers, they receive the highest level of engagement. This may be due to the fact that appreciation tweets often include gratitude toward popular sports teams and famous public figures, which peaks audience interest.

Promotional tweets also get high levels of engagement possibly due to the fact that many of these tweets are in collaboration with other organizations, so the tweets reach both Make-A-Wish and the collaboration's audiences, leading to more views and thus higher engagement.

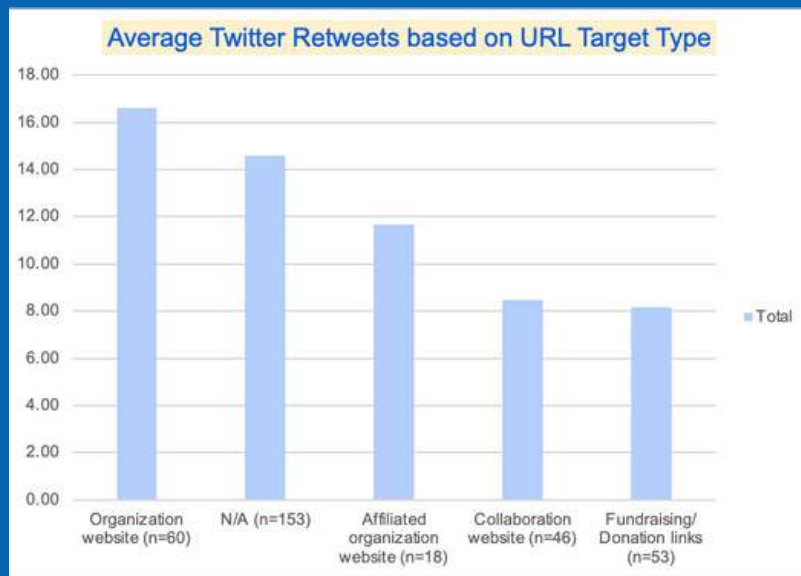


As you can see, this graph displays the average engagement that Make-A-Wish's tweets produce based on the type, or lack of, hashtag use.

Event hashtags produced the highest levels of engagement. These hashtags include premieres, sports events, and promotional collaboration events.

After events, tweets without a hashtag produced the highest average engagement.

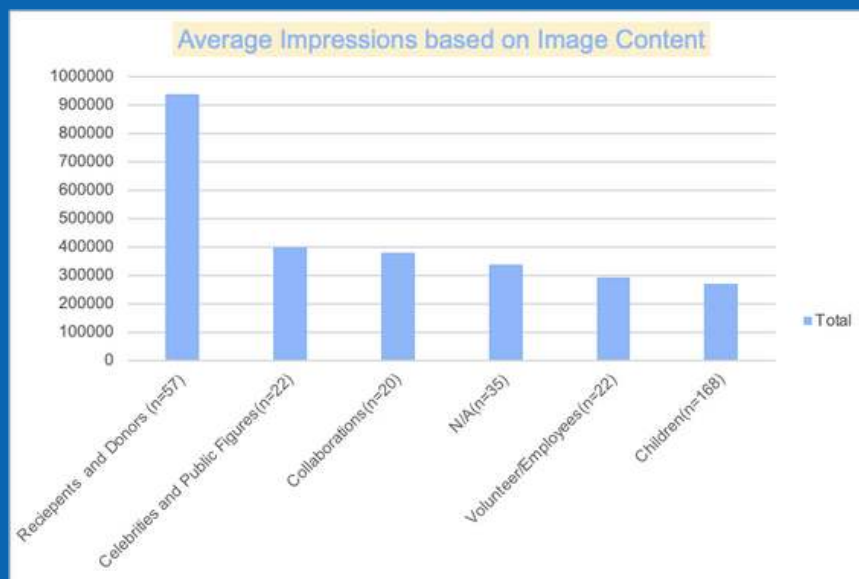
Tweets that include a Holiday hashtag produce the lowest average engagement.



This graph displays the average number of retweets a post got based on the URL Make-A-Wish used in the post. Links that went directly to the organization's website performed the best, followed by posts without a link in the tweet.

We can also see that tweets without a URL included are the most frequently used in this category. These tweets with no URLs got the second highest retweets, indicating that not including links may promote retweets.

Tweets with a fundraising or donation link included recieved the least number of retweets on average, performing at very similar numbers as tweets with a collaboration website URL included.



This graph displays the average impressions based on the image content in a tweet.

Here, we can recognize that tweets with image content containing recipients and donors performed significantly better than all other categories of image content.

All five other categories performed relatively similarly regarding impressions, with recipients and donors doing much higher numbers.







# **Earned Data: Make-A-Wish Conversation**



# Cross Platform Conversation Demographic

Total Posts  
61,035

Female  
38%

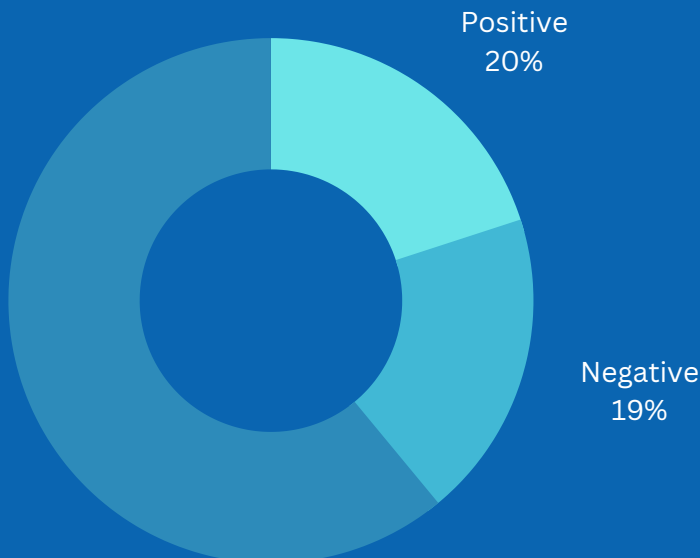
The makeup of unique authors  
surrounding this conversation  
consists of 62% male and 38%  
female.

Male  
62%

## TIMELINE:



## SENTIMENT:



## Common Themes

- Kid
- MyWish
- Venmo

# Twitter

**June 27th, 2021; n = 12,765**

Make-A-Wish bans unvaccinated wish kids from boarding planes for wish trips.

**November 20th, 2021; n = 19,138**

13-year-old wish kid uses his wish to feed the homeless every month for a year.

**December 13th, 2021; n = 35,141**

A Kansas high school raised over \$10,000 for Make-A-Wish.

**April 25th, 2022; n = 9,104**

The exclusive Make-A-Wish Winnie the Pooh Funko POP! is available.

Unique Authors: 202,391

Total Mentions: 321,761

Total Retweets: 331,900

Total Reach: 633.1 M

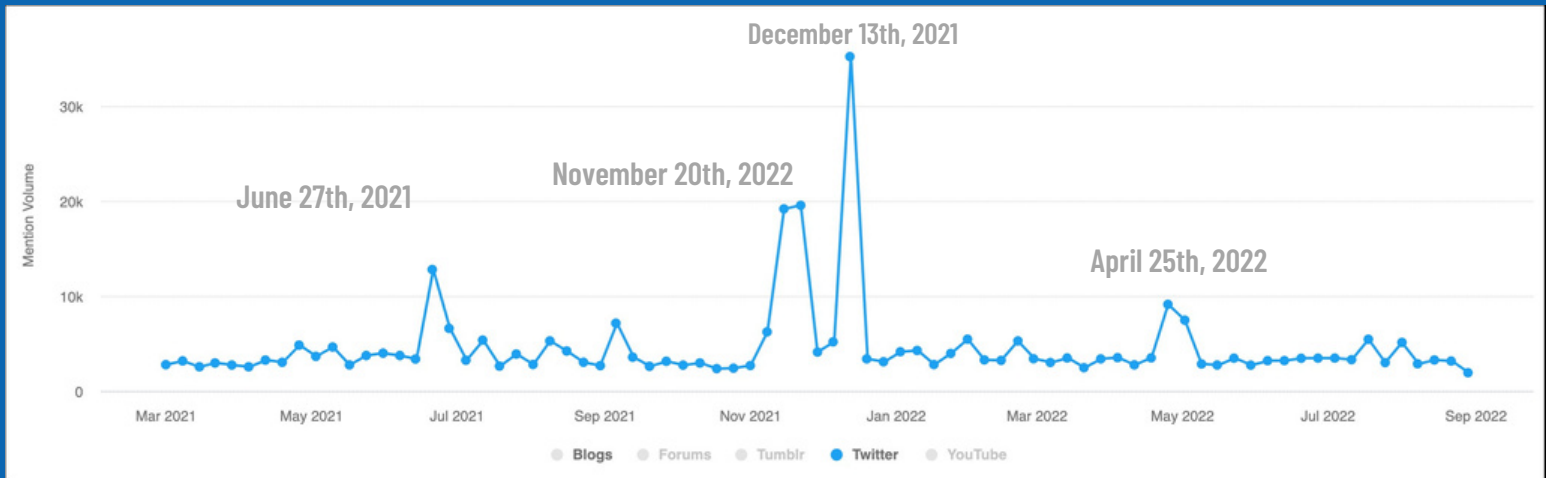
Top Users:

Matt, @PilarskiMatthew, 1263 followers

Wait till Next Year, @Giants9Yankees, 897

followers

Andri Garcia, @andi\_elsa769, 712 followers



Negative  
19%

Positive  
21%

Neutral  
60%

## Sentiment Analysis:

Positive mentions for Make-A-Wish on Twitter include gratitude from families as well as donors for the work they do. Negative mentions on Twitter include criticism of the decision to only grant wishes for children who are fully vaccinated.



46%



54%



# Tumblr

## July 11th, 2021

An article about Guy Fieri is posted and other users contribute, noting he often worked with Wish Kids.

## August 15th, 2021

Make-A-Wish kid Nolan White's drawing of a Dungeons and Dragons monster goes viral

## April 3rd, 2022

User written story which mentions Make-A-Wish is published and reposted by other users.

Unique Authors:

127,342

Total Mentions:

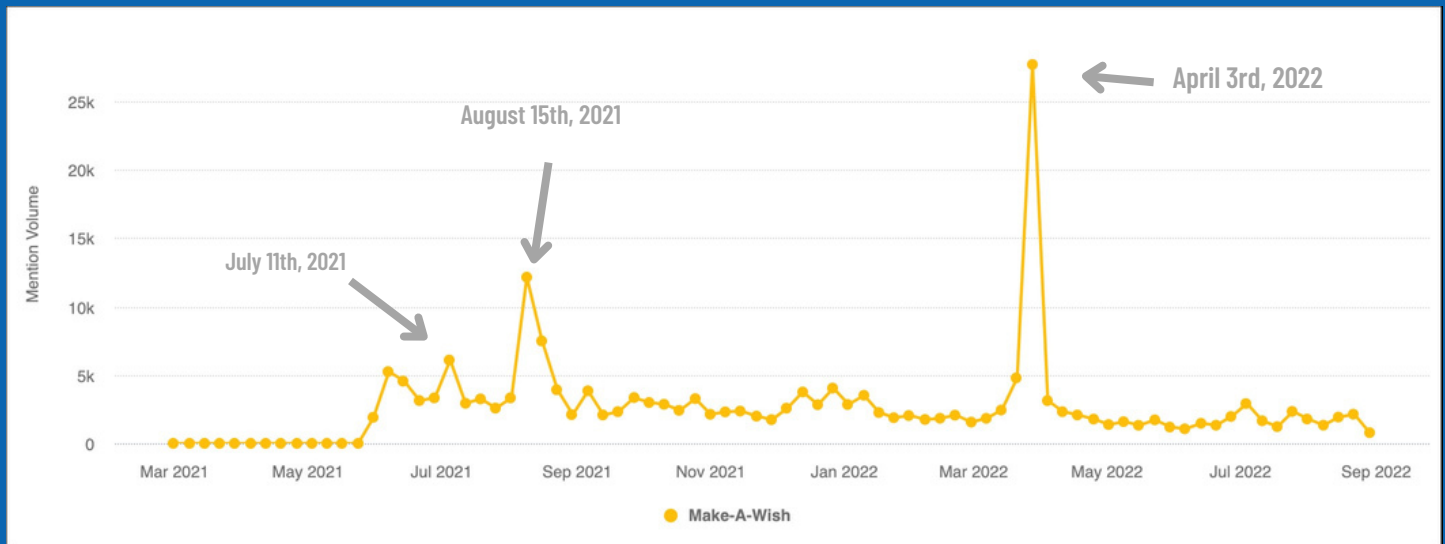
203,526

Top Users:

bytebitson

joehillssimp

xsamanthanicole93



Negative

17%

Positive

15%

Neutral

68%

## Sentiment Analysis:

Positive mentions contributing to the conversation about Make-A-Wish on Tumblr include creators selling products and donating the proceeds to the foundation. Negative mentions include jokes or personal stories.



46%



54%

11

# Forums

## July 4th, 2021

Sports betting site sportsbookreview.com allows users the option to donate their winnings to a charity of their choice, including Make-A-Wish.

## February 27th, 2021

Chi Omega at Texas A&M partnered with Make-A-Wish and raised over \$200,000.

## June 19th, 2022

Post about John Cena granting over 650 wishes, the most wishes of anyone in the history of the organization.

## July 3rd, 2022

Funds from a Nassam silent auction donated to Make-A-Wish.

## July 18th, 2022

Allstate executives, who were major contributors to Make-A-Wish, retire after losing millions due to natural disasters.

Total Mentions: 15,628

Unique Authors: 5,505

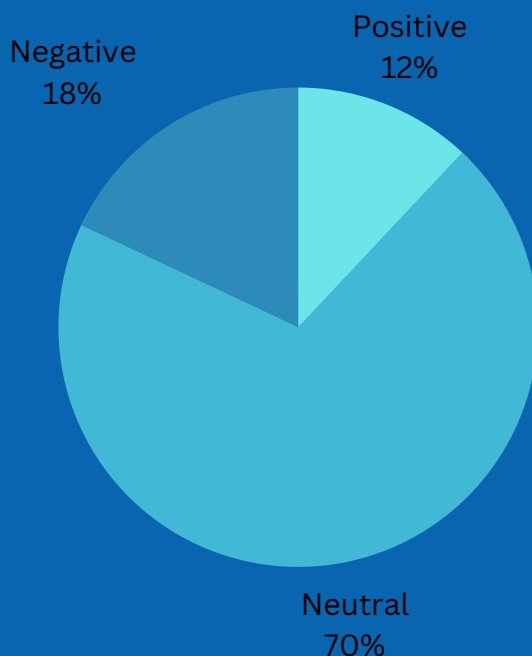
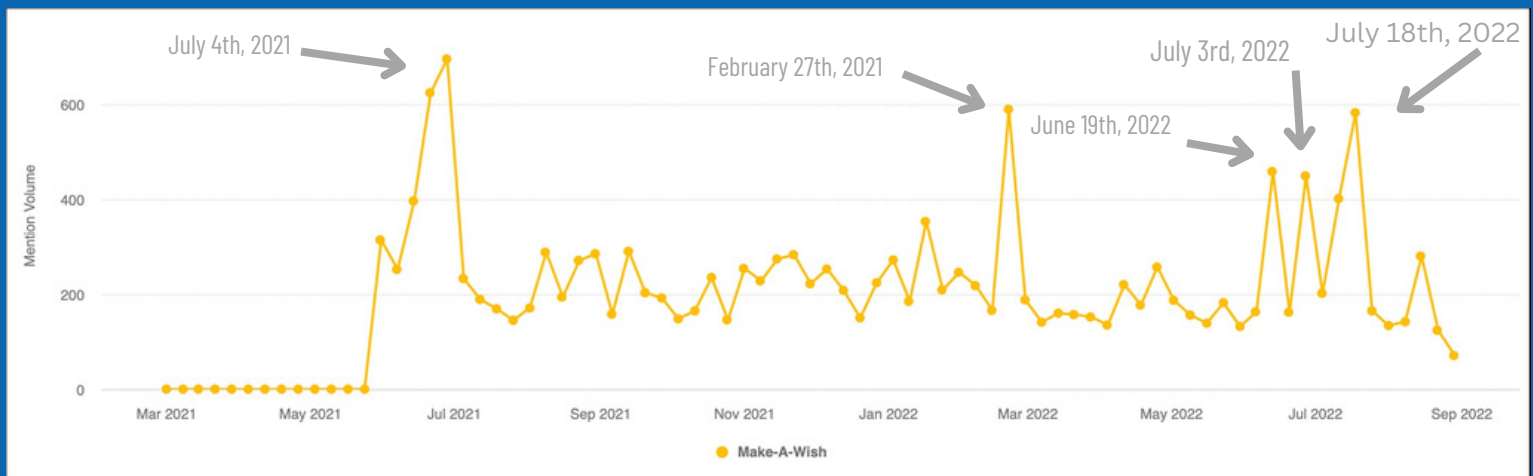
Total Reach: 13.2 M

Top Sites:

4channel.org

eventbrite.com

steamcommunity.com



## Sentiment Analysis:

Positive mentions about Make-A-Wish include anecdotes and personal stories. Negative mentions contributing to the conversation about Make-A-Wish mostly include people referencing the foundation in contexts outside of the work the foundation actually does.



41%



59%

12

# Top Twitter Users

## @MattSteffanina

221.1K Followers

17.5K Posts

11214854 Reach

Matt Steffanina is a dancer, DJ and choreographers for TV, Commercials and Movies. His credits include Taylor Swift, Jason Derulo, Snoop Dogg and more.



## @JohnCena

14M Followers

17344 Posts

11003463 Reach

John Cena is an American professional wrestler and actor. He contributed to the conversation by tweeting support for Make-A-Wish and using the hashtag #WorldWishDay



## @WWERomanReigns

4.8M Followers

1356 Posts

11078533 Reach

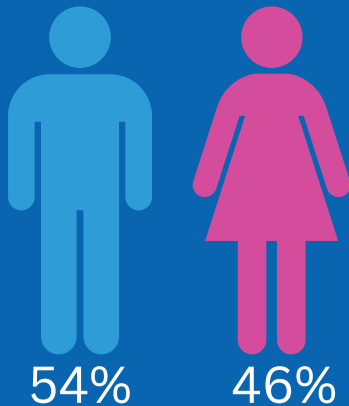
Roman Reigns is a former football player and current American professional wrestler. He is signed to WWE, a frequent supporter of Make-A-Wish and tweeted support for #WorldWishDay



# Theme Analysis

## Kid: N=60,419 posts; 18.4% of all mentions

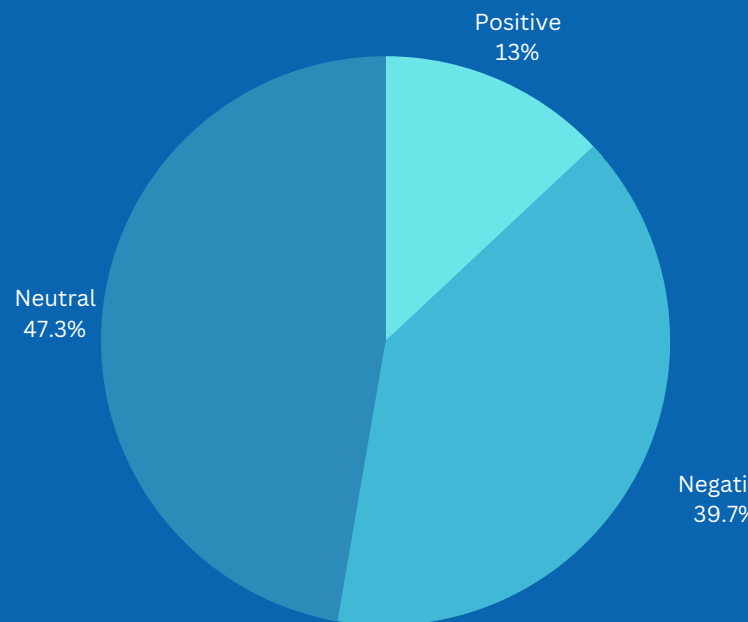
Kid: Our first theme is "Kid". Our nonprofit is centered around improving the lives of children enduring illnesses such as cancer through wishes. They raise money for these deserving kids. Kids are the main focus of this non-profit and are very much reflected in their social media posts. Kids are mentioned in tweets that include testimonies, stories, fundraising information, etc. The positive conversations are involving the children who are getting these wishes granted. The negative conversations are based on outside Twitter pages.



## Gender Based Differences

Brandwatch helps us break down a report of the demographics in which theme is mentioned. Our theme of "Kid" has a higher percentage of mentions from the male gender. Men have showed more activity on twitter for this subject. There is higher interactions whether it be from retweets or replies from males.

## Sentiment



## Sentiment Analysis:

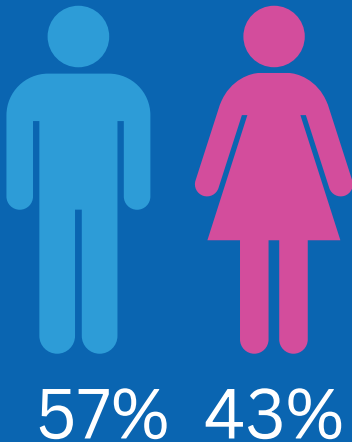
The positive conversation around the "kid" theme involved a lot of make-a-wish partnerships. This included Disney, the Rock, and Good Morning America. It also featured holidays and celebrations, like Christmas and birthdays. The negative conversations tended to involve illness, cancer, and death.



# Theme Analysis

## My Wish: N = 84,257; 25.6% of all Mentions

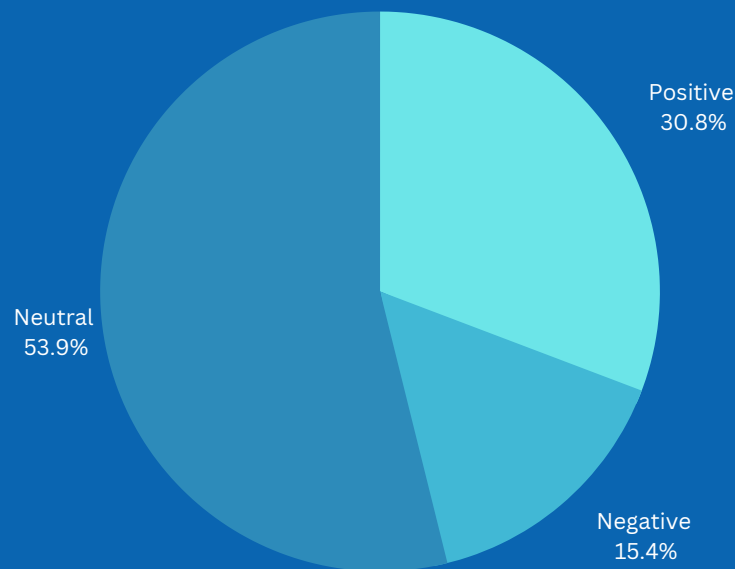
My Wish: The Make-A-Wish Twitter feed also has the recurring theme of "My Wish". This is most commonly seen as a hashtag. Twitter uses hashtags to index keywords or topics. #Mywish is used to bring in an audience to help raise awareness and money to this foundation. The hashtag is used not only to spread the word but create consistency throughout social media presence. There are a lot of positive conversations tied to the mention of my wish from other Twitter users. The negative conversations all come from outside sources.



## Gender Based Differences

The theme of "My Wish" had more interactions from males than females. It is a closer percentage because "My Wish" is often used as a hashtag (#mywish). My wish is a key phrase on the Make-A-Wish Twitter as a whole.

## Sentiment



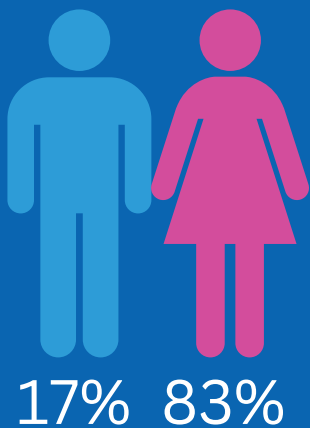
## Sentiment Analysis:

The positive stories on Twitter involved Birthdays and granted "wishes". The negative stories centered around death.

# Theme Analysis

**Venmo: N = 31,973; 9.7% of all mentions**

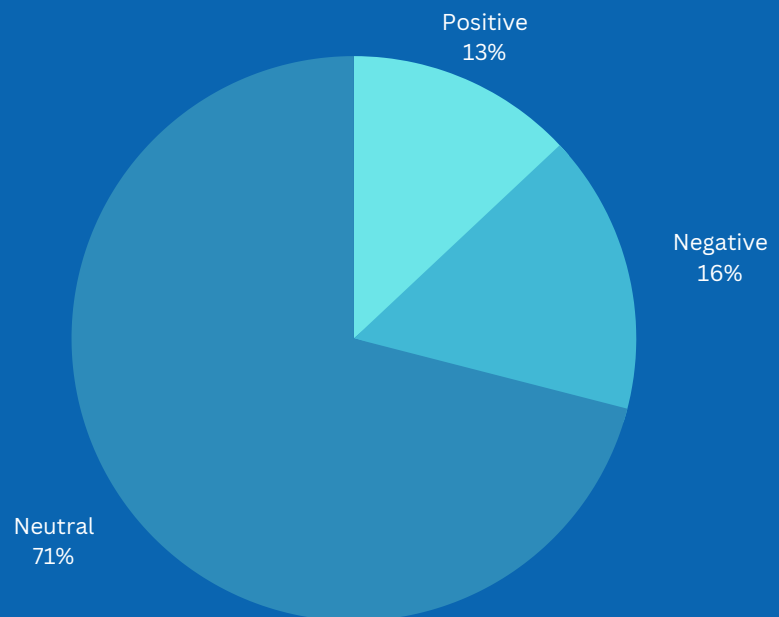
**Venmo:** The final theme we found through The Make-A-Wish Foundations Twitter was Venmo. This mobile payment service is an important asset to collect donations for this non-profit. The repetition of "Venmo" throughout their tweets is vital. The foundation runs on its money raised to help these wishes come true. Venmo is an amazing tool and a powerful theme. The negative conversations from Venmo are more to do with the app than with Make-A-Wish. It is a positive topic on the non-profit's Twitter because it has received positive feedback and proved to be a successful asset.



## Gender Based Differences

When it came to our theme of Venmo, women reigned more active of the Make-A-Wish foundations Twitter. It can be assumed that their activity is much higher because of the involvement when it comes to fundraising and spreading the word.

## Sentiment



## Sentiment Analysis:

The positive conversations surrounding the "venmo" theme involved donations for nonprofits and supporting causes. The negative conversations involved the ethics and morality of nonprofits



MAKE-A-WISH®

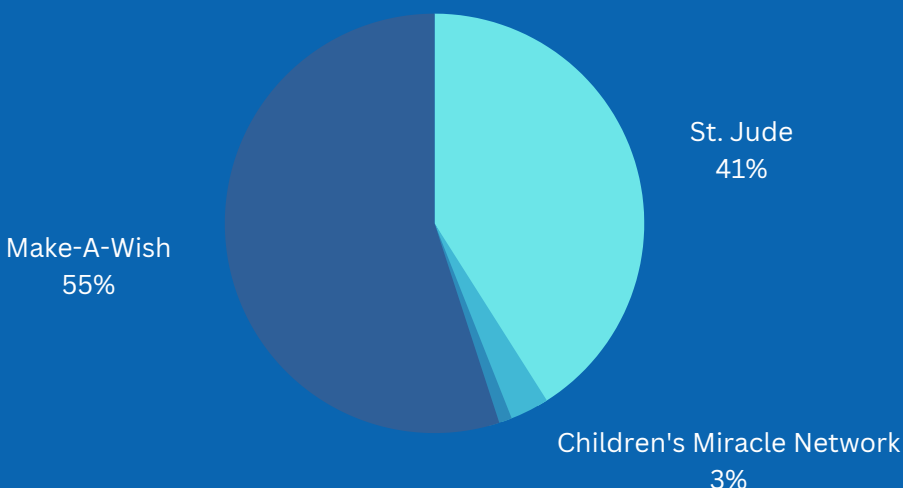
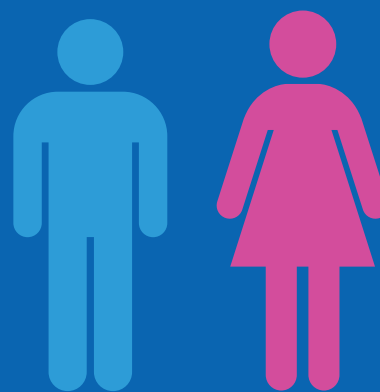
**Earned Data:  
Make-A-Wish  
Competition  
Data**

# Make-A-Wish Competition Data

**Total Posts:**  
**260,107**

We analyzed the social media data for Make-A-Wish's comparable organization to get a better idea of the conversation surrounding Make-A-Wish and its competition. The organizations we chose to analyze are St. Jude, Sunshine Foundation, and Children's Miracle Network. These non-profit organizations focus on children's health as it pertains to life-threatening or chronic illness. There is an emphasis on boosting morale for the child with the sickness as well as the family of the child.

We are analyzing twitter data from March 1, 2021 to August 31, 2022. There are 121,852 unique authors of the 260,107 tweets during that time period. Of these authors, 60% are male and 40% are female. That is 22,747 female authors and 33,850 male authors.



This pie graph shows the share of voice for the competition data. This is the volume of tweets which are about each competitor organization. St. Jude constitutes an overwhelming 92% of the mention volume with 239,613 mentions. Children's miracle network constitutes 7% of the volume with 18,937 mentions. Sunshine Foundation makes up about 1% of the volume with only 438 mentions.

## St. Jude:

The St. Jude Twitter (@stjude) frequently uses the hashtag #forstjude as a call to action for fundraising pushes. Followers can post selfies using the hashtag to show their support and encourage others to donate to the organization.

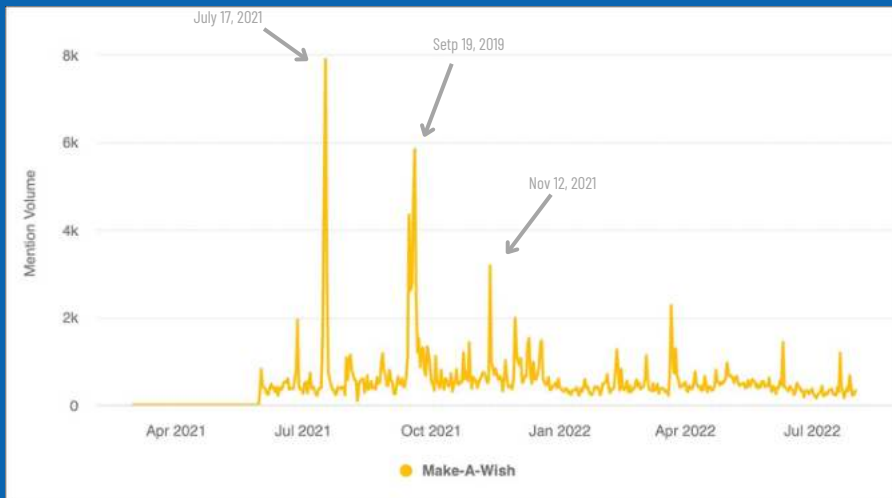
## Sunshine Foundation:

The Sunshine Foundation's twitter (@sunfound) does not have one specific hashtag they use frequently within tweets, however, they often hashtag specific disorders so followers can learn more. For example #cerebralspalsy or #downsyndrome.

## Children's Miracle Network Hospitals:

The Children's Miracle Network's twitter (@CMNHospitals) frequently uses both #forthechildren and #kids cant wait both of which are well-known slogans for the organization. These hashtags are typically used during fundraising pushes and are a call to action for donors.

# Competition Data



Here we can see a variety of spikes in mention volume over the analyzed time period. They are shown in the graph above by the arrows and explained below.

## July 17th, 2021

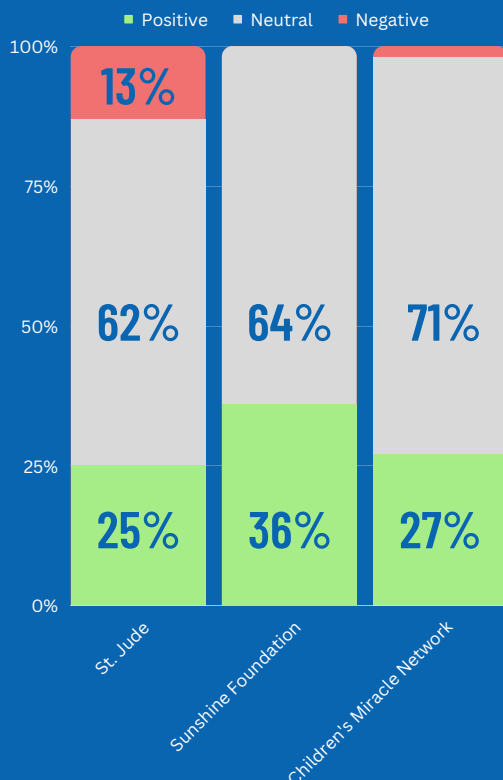
St. Jude announced that all employees must be vaccinated against COVID-19.

## September 19th, 2021

Elon Musk pledged \$50 million to St. Jude fundraiser.

## November 12th, 2021

Users tweeted about St. Jude only spends about half of their donations on treatments.



This bar graph displays the breakdown of sentiment in the mentions for each comparable organization.

### St. Jude:

Positive conversations for this organization include mentions about successful fundraising efforts and supporters of the cause. Negative conversations include the politics of healthcare costs and COVID-19 vaccinations.

### Sunshine Foundation:

Positive conversations in the mentions include praise for the organization and the work it does. There are no negative conversations in the data.

### Children's Miracle Network:

Positive conversations about this organization include gratitude from families and appreciation mentions. Negative conversations include criticism of certain partnerships which could be seen as problematic.



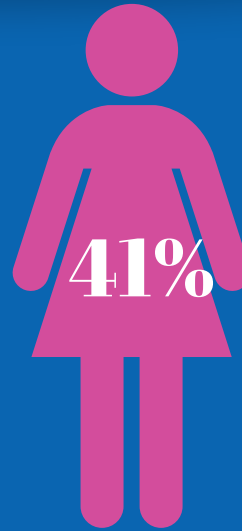
# Make-A-Wish Topic Data



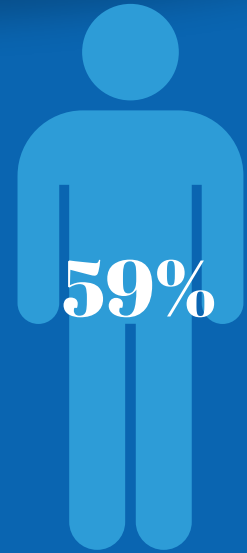


# Topic Dataset

March 1, 2021-  
August 31, 2022



37,565



53,770

## Volume of Social Sites

### Tumblr

Most engaged post  
volume: 27,697 Mentions

### Twitter

Most engaged post  
volume:

35,387 Mentions

### Forums

Most engaged post  
volume: 697 Mentions



# Twitter

## June 21st, 2021

Make-A-Wish announces they are only granting wishes for kids who are vaccinated as a safety precaution

## November 21st, 2021

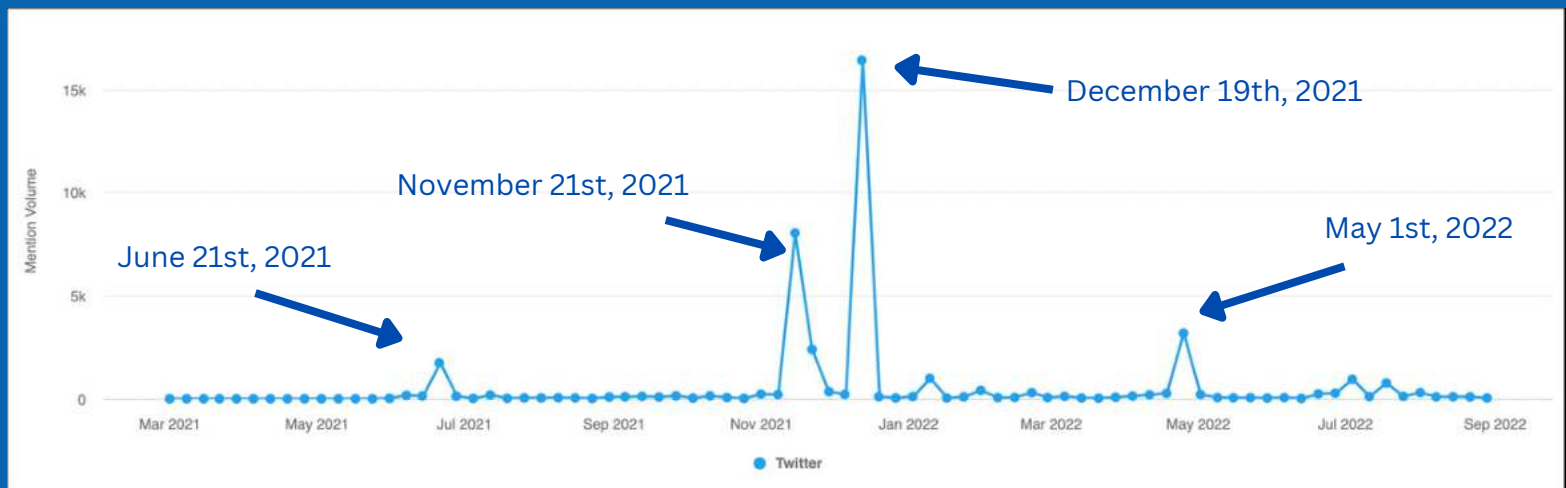
Make-A-Wish kid uses his wish to feed the homeless in his city for a year

## December 19th, 2021

"Dear Venmo" campaign raises \$500,000; Make-A-Wish partners with Macy's for holiday donations

## May 1st, 2022

#WorldWishDay campaigns; many local organizations mobilizing to contribute to Make-A-Wish



## Positive conversations:

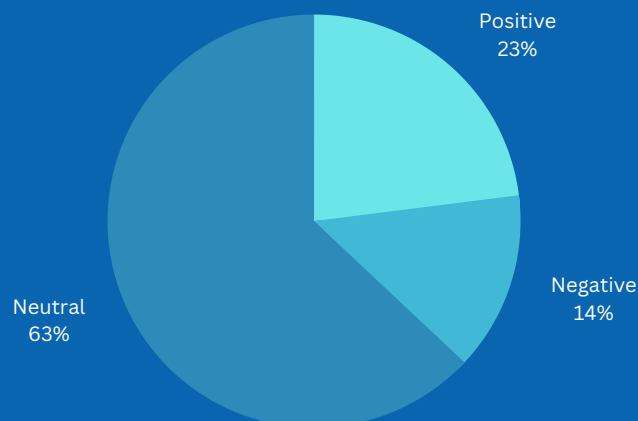
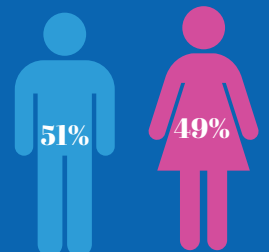
- celebrities praising Make-A-Wish for their experiences granting wishes
- community outreach

## Negative conversations:

- backlash against vaccine requirement for wish kids and family
- People outraged that a 13-year-old has to use his wish to feed the homeless since that should not be his responsibility

Total Mentions: 41,193  
Unique Authors: 29,559  
Total Retweets: 40,230  
Total Reach: 47.39 M  
Top Users:  
@keyon  
@johnkena  
@WWERomanReigns

N=7,673 N=7,370



# Tumblr

**June 27th, 2021**

Make-A-Wish announces they will be requiring kids to be vaccinated before granting their wishes

**August 1st, 2021**

Charity Poker Match proceeds go toward Make-A-Wish

**November 21st, 2021**

Make-A-Wish kid wishes to feed the homeless in his city for a year

**December 17th, 2021**

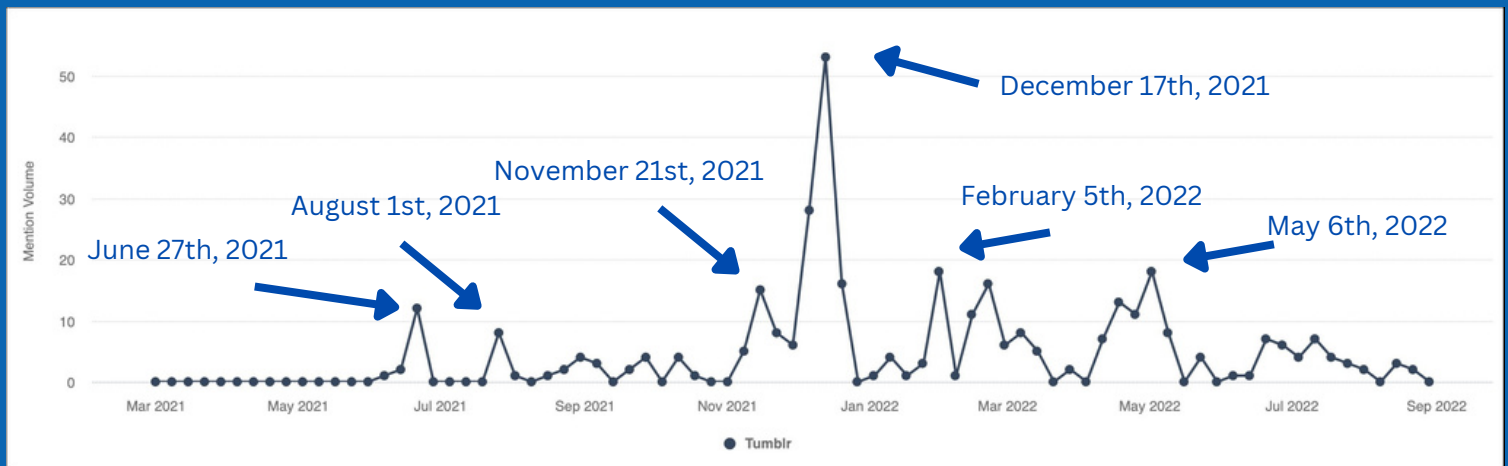
Make-A-Wish refused to grant a wish to a kid who is unvaccinated

**February 5th, 2022**

User made art sold with proceeds going toward Make-A-Wish

**May 6th, 2022**

Make-A-Wish invited a kid to visit the set of Thor: Ragnarok



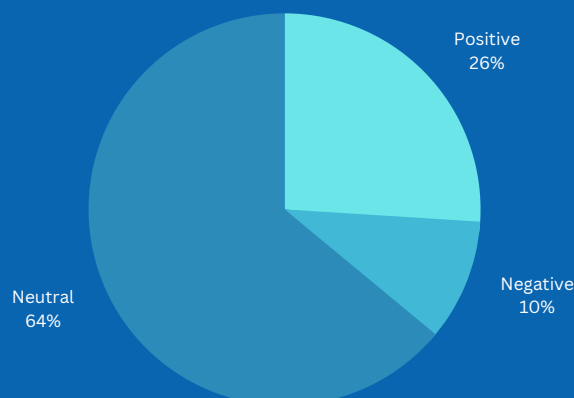
## Positive conversations:

- Praising the work Make-A-Wish does on World Wish Day
- Celebrity work with Make-A-Wish (John Cena's 650th wish granted)

## Negative conversations:

- backlash against vaccine requirement for wish kids and family

Total Mentions: 353  
Unique Authors: 314  
Total Reach: 47.39 M  
Top Users:  
@lilycontortioniststrip  
@allteensrelate  
@only1600kids

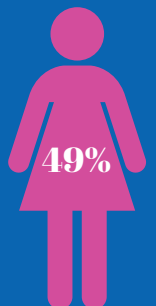


7,663



51%

7,360



49%

23

# Forums

## June 21st, 2021

Make-A-Wish announces they will only grant wishes for kids who are fully vaccinated

## October 23rd, 2021

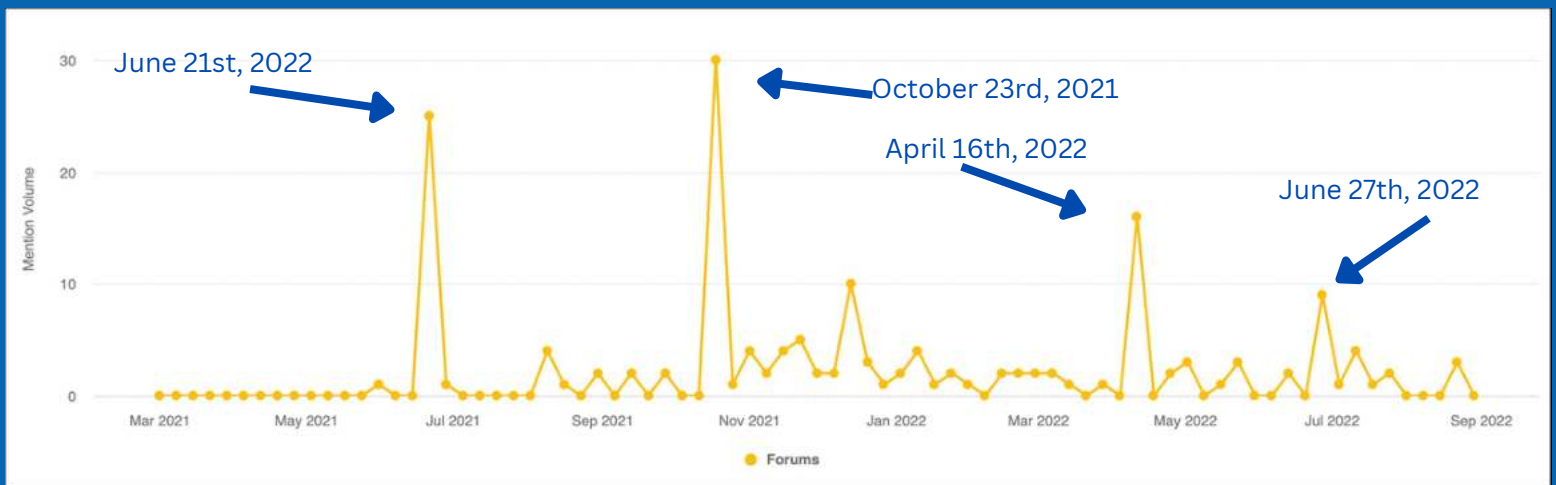
State Farm agent helps build a playset for Make-A-Wish kid, photos go viral

## April 16th, 2022

Preschool kids auction off their artwork to donate money to Make-A-Wish

## June 27th, 2022

Teenager wishes for two days of marine boot camp as his Wish



### Positive conversations:

- Inspiring stories
- community outreach

### Negative conversations:

- backlash against vaccine requirement for wish kids and family

Total Mentions: 169

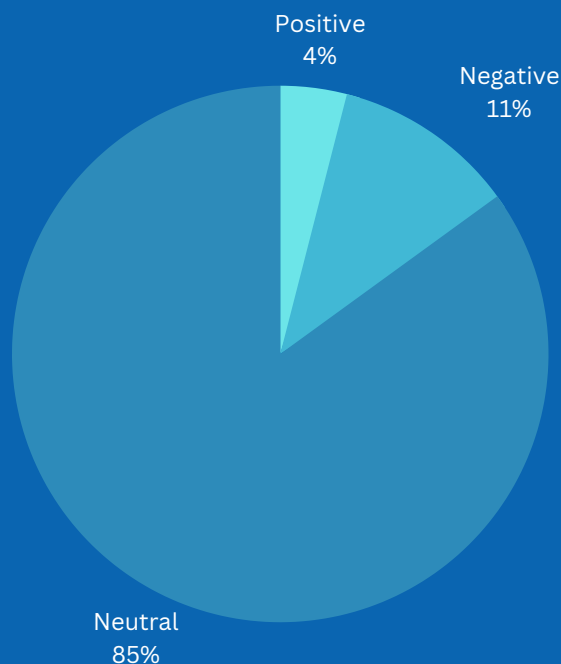
Unique Authors: 73

Top Users:

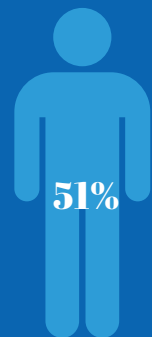
Odessafile75

State Farm

Rosemarie Vogetli

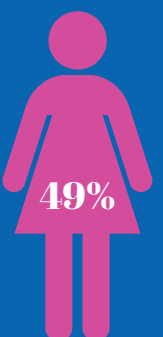


7,658



51%

7,350



49%

24

# Twitter Theme Analysis

**Theme: Campaign** Total Mentions: 13.21K Unique Authors: 8813

Make-A-Wish relies heavily on donations and, thus, launches a lot of campaigns to fundraise and encouraging involvement. The conversations surrounding this theme involved a lot of call-to-action. Campaigns also often involved outside partners, so much of the conversation also involved these partners' campaigns.

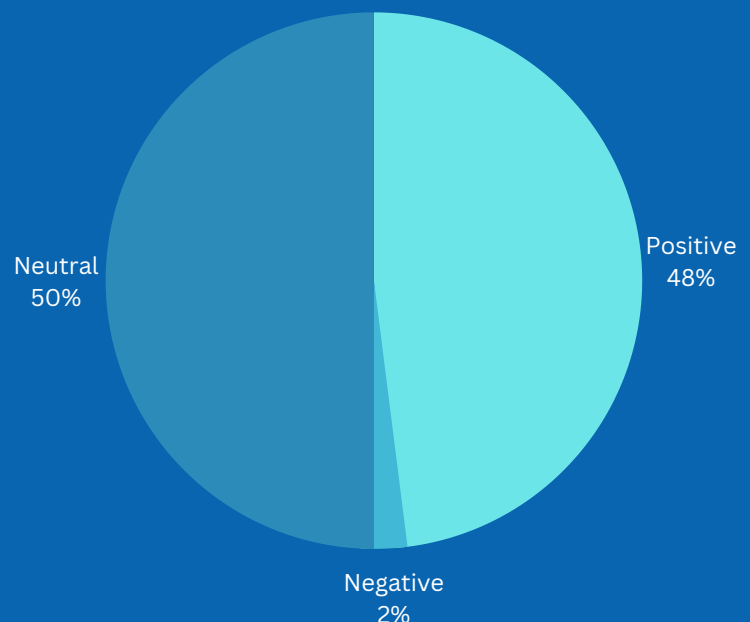
Top Hashtags:

#dearvenmo, #funko, #funkopop  
#worldwishday, #makeawish

Top users;

@chloexhalle, 2860 tweets, 3071668 impressions  
@venmo, 3020 tweets, 2682726 impressions  
@originalfunko, 21 tweets, 2139569 impressions

## Sentiment

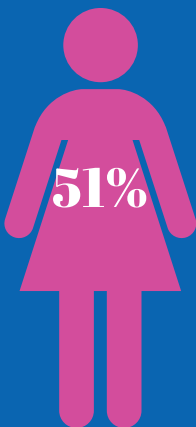


2,404



49%

2,488



51%

### Positive Conversations:

The positive tweets tended to involve thank you posts for campaigns put on my partners. Many included the WWE partner.

### Negative Conversations:

The negative tweets involved conversations about former make-a-wish kids, cancer and wishes that didn't happen or did not go well.

25

# Twitter Theme Analysis

**Theme: Partnerships** Total Mentions: 16.02k Unique Authors: 13.72k

Make-A-Wish operates by granting terminally ill children's "wishes." These wishes often involve partnerships with other companies, organizations, celebrities, athletes, etc.. The conversation surrounding this theme centered around these different partners. Much of these conversations involved expressing gratitude to these various partners and the partners sharing how they support Make-A-Wish.

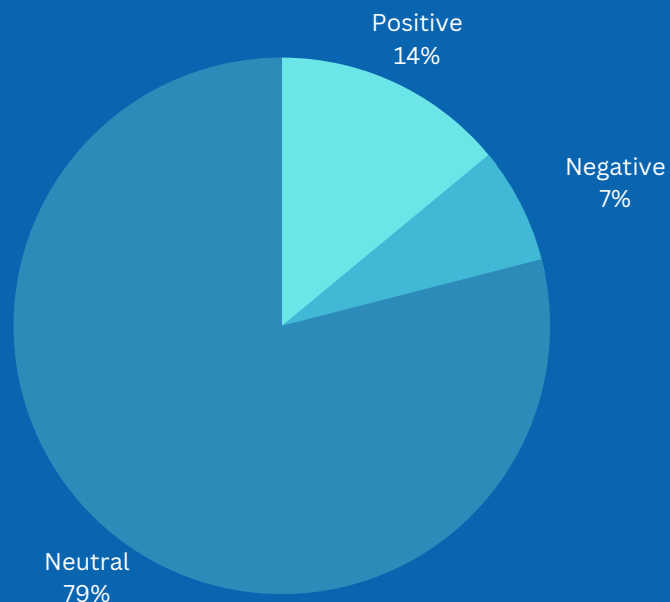
Top Hashtags:

#dearvenmo, #funko, #funkopop  
#worldwishday, #makeawish

Top users;

@macys, 54 tweets, 35655754 impressions  
chloexhalle, 34 tweets, 7531751 impressions  
@venmo, 40 tweets, 12976116 impressions

## Sentiment

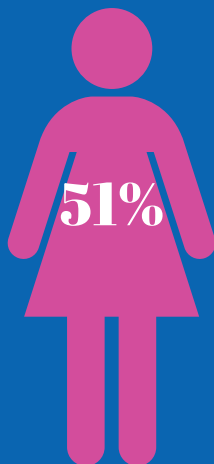


3453



49%

3659



51%

### Positive Conversations:

The positive tweets were mostly from different partners and companies sharing how they support make-a-wish and urging followers to join.

### Negative Conversations:

The negative tweets involved conversations about cancer, a make-a-wish kid receiving a sextape, and make-a-wish taking unvaccinated kids off their list.

26



# Twitter Theme Analysis

**Theme: Events** Total Mentions: 13.41K Unique Authors: 11.93K

Make-A-Wish throws events and participates in outside events often. These events also include worldwide awareness days, like childhood cancer awareness. The conversation around this theme was often centered around spreading awareness, whether it was for needed research, childhood illness or just about a specific events that are occurring.

## Top Hashtags:

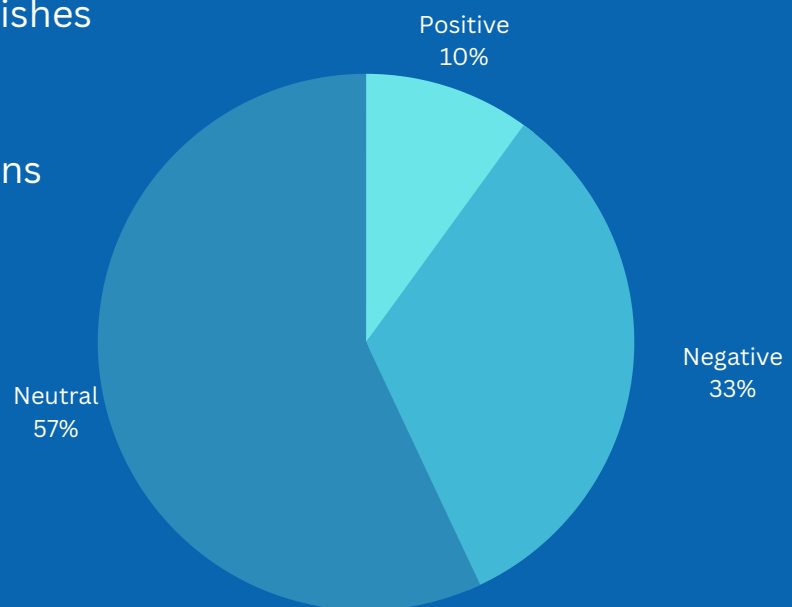
#worldwishday, #dearvenmo, #makeawish  
#childhoodcancerawareness, #streamforwishes

## Top users;

@chloexhalle, 183 tweets, 59651 impressions  
@venmo, 191 tweets, 66050 impressions  
@espn, 26 tweets, 195398 impressions

Gender Insights: We see more male authors than female authors when it comes to event mentions. We can infer that men are involved and active in supporting these events then women .

## Sentiment

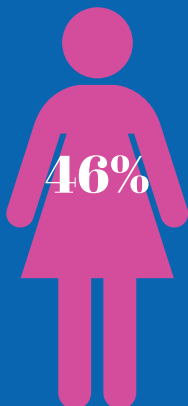


2,245

2,659



54%



46%

## Positive Conversations:

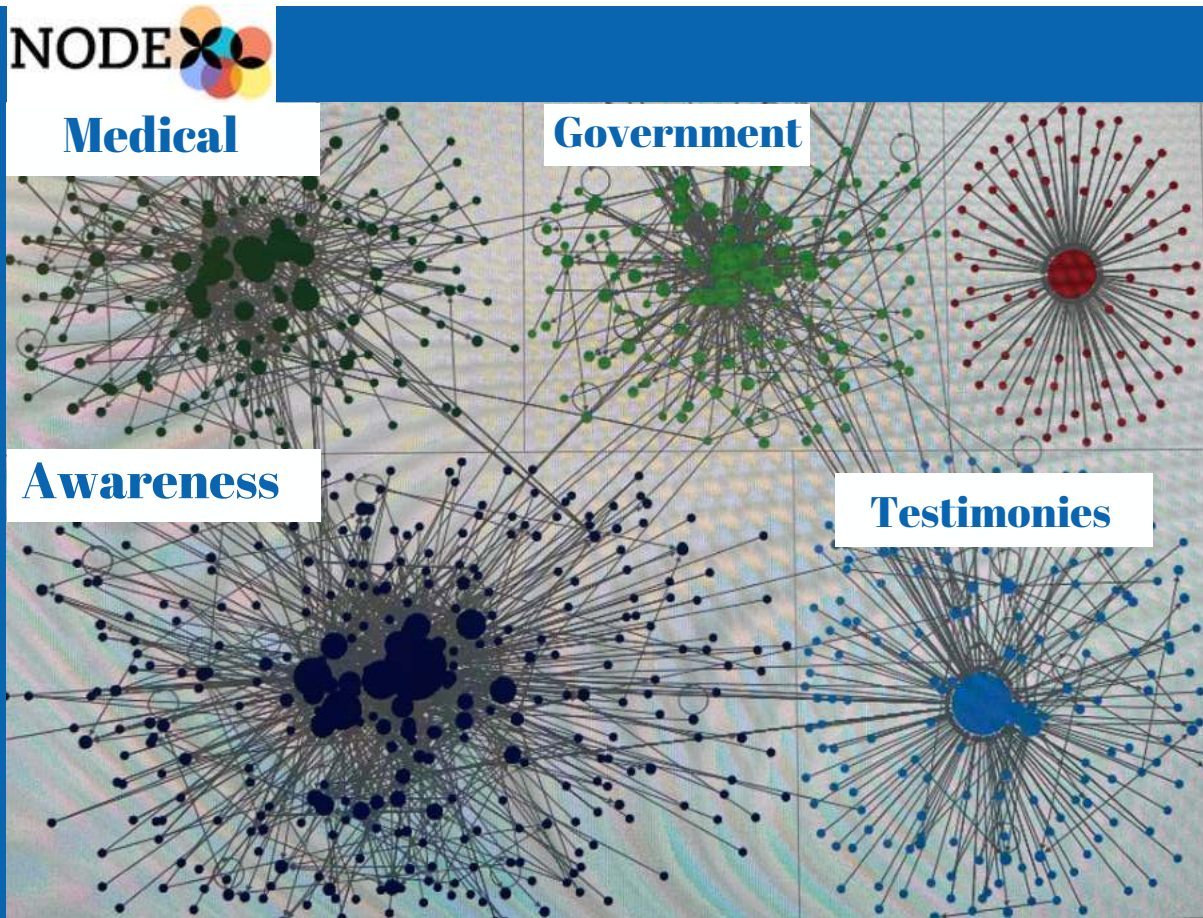
The positive tweets centered around fun events, for example bring a dog to work day at one make-a-wish office and sporting events for wish kids.

## Negative Conversations:

The negative tweets involved conversations about a barstool tweet and a tweet about stealing from make-a-wish children.

27

# Social Network Analysis



Through the social media analysis tool, Node XL, we were able to see the main topics of conversation by the Make-A-Wish Mentions, and how they were connected.

Much of the conversation in Make-A-Wish's mentions includes awareness for the organization and pushes for donations and support for the organization.

The "Medical" conversations were surrounding information about the critical illnesses that the children benefitting from this organization are enduring. These children are the focus of this non-profit.

Many conversations are also based on the testimonies of families and children impacted by Make-A-Wish. The people sharing these stories are interacting with one another and sharing support.

The "Government" cluster is primarily made up of political discourse, especially surrounding COVID-19 vaccinations.

# Appendix

## Theme Queries:

1. Kid: "kid" OR "kids" OR "child" OR "children" OR "childhood" OR #kid OR #kids OR #child OR #children OR #childhood ; N=60,419 posts; 18.4% of all mentions
2. MyWish: "MyWish" OR #MyWish OR "makeawish" N = 84,257; 25.6% of all mentions
3. Venmo: venmo OR #venmo OR #dearvenmo N = 31,973; 9.7% of all mentions

## Organization Queries:

1. Make-A-Wish Data: MakeAWish OR "Make A Wish" OR @MakeAWish OR makeawishamerica OR "Make-A-Wish" OR "Make A Wish America" OR #MakeAWish
2. Competition Data: @StJude OR #StJude OR "St. Jude" OR @StJudeResearch OR "Sunshine Foundation" OR #SunshineFoundation OR @SunFound OR @CMNHospitals OR "Children's Miracle Network Hospitals" OR #ChildrensMiracleNetwork

