



**DECEMBER 2022**  
**Help Build BIG Smiles on Hospitalized Kids.**

### GOAL

- We are challenging YOU & Your Community to try to raise enough to Build Big Smiles on kids at an entire Children's Hospital!
  1. 250 LEGO sets
  2. \$5,000

### Step 1: Register

- Go to [www.littlebrickscharity.org/wwregistration](http://www.littlebrickscharity.org/wwregistration) to register

### Step 2: Check Ur Mail

- Once registered we will send you a package in the mail and an email
- The email will contain 3 things.
  1. Link to put in your bio/linktree
  2. Link to The Creator Hub where you will find videos, photos and stats you can use.
  3. YOUR COMMUNITY CODE
    - This is how we keep track of your community's points
    - e.g. WW145

### Step 3: Link In Bio

- Get the link in bio as soon as you can

### Step 4: Create Content

- We trust your creative process.
- Create Videos and/or Go Live
  1. Use the Hashtag #WishlistWipeout
  2. Feel Free to use any of the assets in the creator hub to make your videos more powerful.
- On December 17<sup>th</sup> we will be doing a massive LIVE Event
  1. We Would love to have you go LIVE at the same time 9 PM EST from your platform.

### Donations

- Your community can help in 2 ways
  1. Click on the link in bio and purchase a LEGO Set from our Amazon Wishlist
    - Making sure to leave a gift note and your community code
  2. Click on the link in bio and donate funds via PayPal, Venmo, Cashapp, or Credit Card
    - Making sure to leave a gift note and your community code
- You can also raise funds however you wish and make a lump sum donation too.
  - This will benefit you with a tax write off
  - Make sure to leave a comment with your community code

### Challenge & Points

- Your community can collect points in two ways
  1. Every LEGO Set Donated = 1 point
  2. Every \$20 Raised = 1 point
- We will keep a running total as we count the donations and update the leaderboards.
- Once the last LEGO Set has come in we will announce the winners.

Contact Russell at any time at [media@littlebrickscharity.org](mailto:media@littlebrickscharity.org)

- This is a dedicated email setup just for this event.

