



Rabon McKenzie

Senior Manager of Storytelling Strategy
Make-A-Wish® America

Rabon McKenzie is the Senior Manager of Storytelling Strategy at Make-A-Wish America. She began her journey with Make-A-Wish as a volunteer with the Georgia chapter in 2014 and joined the National team in 2020.

Driven by a passion for storytelling, she takes pride in partnering with, and providing strategic guidance to, National Revenue teams and Chapters to identify and utilize the most impactful and strategic stories from across the Make-A-Wish enterprise.

You may know her from her work with the Story Sharing Partnership, but she has also made significant contributions to MAW annual drive periods, major partner campaigns such as Macy's Believe and Galaxy's Wish and Volunteer Center.

Session(s)

Diverse Content and Storytelling