

# 2025 Difference Makers Campaign Overview

## **Campaign Dates: June 9 - July 6, 2025**

Benefiting: Your local Children's Miracle Network Hospital - Children's of Alabama

**CMN Hospitals Kits:** Arriving last week of May to early June. If you have not received your kit by June 5th, you will need to go to One Walmart, type "signing catalog" in the search bar. Hit enter, click the "Sign Order catalog" link. These must be reordered through your stores, not Children's.

**Includes: register pole signage for all staffed and unstaffed areas, and scan barcodes for every register, including Self-Checkout (SCO), etc.**

**Children's of Alabama Kits:** Arrivals will vary by store. Please contact your CMNH Coordinator if you have not received a kit by June 5<sup>th</sup>. **Includes a partnership guide, ask cards, patient stories, bingo card, associate education flyers, and incentive packs (patient buttons, stickers, pins).**

## Campaign Elements

- Campaign Basics
  - Round Up or Donate at the register
  - Ask every customer, every time... even at SCO and OGP!
- Signage
  - Make sure your register signs, patient stories, and scan bar codes are prominently displayed in the store!
  - Tape scan bars beneath SCO screens
  - Encourage associates to make their own CMN Hospitals displays at the front entrance, in the garden center or auto desk, and/or on end-caps
- Associate-Driven Fundraising
  - Stores are welcomed and encouraged to plan additional fundraising events and activities. Remember- you can only ask customers to donate at the register for four weeks per year- take advantage of this special time. You can plan fundraising events and activities year-round!
  - See your Partnership Guide or reach out to your coordinator for more ideas!
  - You can also join the Walmart and Sam's Club Miracle Makers Facebook group to get ideas from around the country!
  - Be sure that all additional fundraising activities are approved by management and follow the guidelines outlined in the Campaign Playbook/toolkits on the WIRE/One Walmart.



Children's  
of Alabama®



Children's  
Miracle Network  
Hospitals®

Walmart 



sam's  
club

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## How to Use Your Local Kit

- Partnership Guide: read this to see how to make the most of your CMN Hospitals campaign and to understand the impact of your donations!
- Paper patient stories: post these around the store or in employee areas to inspire
- "Ask" card: This is a dual purpose card! Hang by the pin pad to help customers understand why they should donate and the other side has a script / reminders on how to ask every customer, every time!
- Associate education flyers: review these at huddle meetings and/or post in employee areas
- Online Campaign Hub: find Children's videos, fun facts, campaign materials and more at [ChildrensAL.org/CMNH](http://ChildrensAL.org/CMNH)
- Incentive Pack: Use these items to motivate and reward associates who are going above and beyond to raise funds for Children's!
  - Miracle Kid buttons: have cashiers, SCO hosts, and OGP dispensers wear these on their vests — be sure to leave behind for the next shift!
  - Walmart pins, laptop stickers: use these as special awards/incentives for top associates

## Communications from Children's

- Text or call your CMNH Coordinator at Children's of Alabama. Can't find your coordinator? Text Laura Dunaway at 256-318-9747 for questions or help!
- Market Coordinator/ Champion emails: we will send campaign updates to Market Coordinators and Market Champions. Ask your MC to forward it to you!
- Hello From the Hospital: anyone can sign up to receive emails from Children's with patient stories, hospital news, and event invitations! Scan the QR to sign up.



**Stay up-to-date  
on what's going  
on at Children's!**

Need to print more materials? Need fundraising ideas? Need to know who your coordinator is? Want more info on how your donations impact Children's of Alabama?

**Visit our online campaign hub!**

**[www.ChildrensAL.org/CMNH](http://www.ChildrensAL.org/CMNH)**

