

# 2021 Help Kids Live Better Campaign Overview

**Campaign Dates:** June 28 - July 25, 2021

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

**CMN Hospitals Kits Arrive:** Week of June 21. Contact your CMNH Coordinator if you have not received a kit by June 25.

**CMN Hospitals Kit Contents:** Goal chart, register signs, and scan bar codes for every register, including Self-Checkout (SCO)

**Local Kits Arrive:** Varies by store. Contact your CMNH Coordinator if you have not received a kit by June 25.

**Local Kit Contents:** Partnership Guide, plexiglass clings (10), Children's of Alabama stickers, lanyards with patient cards (10), Miracle Kid buttons (10), paper patient stories, register reminder cards, associate education flyers, table tents

## 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 goal chart, patient stories, register signs, plexiglass clings, 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 fundraising events and activities in addition to the register campaign.
  - See your Partnership Guide or visit the Children's of Alabama Online Campaign Hub for 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.

**Sign up for CMNH Text Alerts from Children's of Alabama!**

**Text KIDSAL to 74121**



# 2021 Help Kids Live Better Campaign Overview

## 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!
- Plexiglass cling: place this on the plexiglass at the registers
- Children's of Alabama stickers: employees can wear on their vests or nametags
- Lanyards with patient cards: have cashiers, SCO hosts, and OGP dispensers wear these— be sure to leave behind for the next shift!
- Miracle Kid buttons: have cashiers, SCO hosts, and OGP dispensers wear these on their vests— be sure to leave behind for the next shift!
- Paper patient stories: post these around the store or in employee areas to inspire
- Register reminder cards: post near registers to remind employees to ask every customer, every time. See the back of the card for how to sign up for text alerts from Children's of Alabama.
- Associate education flyers: review these at huddle meetings and/or post in employee areas
- Table tents: place in employee areas to encourage associates to sign up for text alerts!
- Online Campaign Hub: find Children's videos, fun facts, campaign materials and more at [www.ChildrensAL.org/Walmart](http://www.ChildrensAL.org/Walmart)

## COMMUNICATIONS FROM CHILDREN'S

- Text Alerts: all Walmart leaders and associates can sign up. Children's will text out fun videos, motivation, and campaign updates! Text KIDSAL to 74121 to sign up!
- Market Coordinator/ Champion emails: we'll send weekly campaign updates to Market Coordinators. Ask your MC to forward it to you!
- Miracle Mail: anyone can sign up to receive emails from Children's with patient stories, hospital news, and event invitations! Sign up at [give.childrensal.org/cmnhnews](http://give.childrensal.org/cmnhnews).

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

**Visit our ONLINE CAMPAIGN HUB!**

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



**CHANGE KIDS' HEALTH**  
**CHANGE THE FUTURE**

