

Put the FUN in Fundraising



Children's
of Alabama®



Children's
Miracle Network
Hospitals

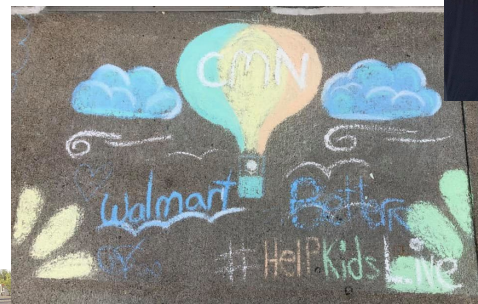


REMEMBER:

THE VERY BEST THING YOU CAN DO IS TO ASK EVERY CUSTOMER, EVERY TIME, IF THEY WOULD LIKE TO DONATE!

grab attention

- Ring a bell or noisemaker very time a customer donates
- At the top of each hour, announce the total raised over the PA system
- Wear costumes & encourage donations for a picture
- Create a CMNH display at the entrance
- Put signs in the parking lot or by the road
- Use sidewalk chalk in front of the store
- Make sure associates wear buttons, lanyards and/or stickers to draw attention to the campaign!



use your talents

- DIY skills: encourage associates with crafting, sewing or baking talents to sell their wares to other associates for a donation
- Play an instrument? Hold a concert at the entrance.
Tips = donations.
- Invite associates to use their creativity to plan additional fundraising events/activities

healthy competition

- Ask your manager to challenge cashiers to see who can receive the most donations in a 30-minute time span
- Choose a crazy hat, "embarrassing" costume, or an opposing team's jersey. Cashiers must raise a set amount before passing it off to another person.
- Make a wager: if you raise x amount within a time frame, your manager gets dunked, pie in the face, shaves their head, etc.
- Create a competition between departments

engage associates

- Auction off a prime parking spot for a donation
- Sell Children's t-shirts
- Hold contests & donate to vote: cutest pet, baby, or best car
- Show your spirit: donate to wear a jersey, 4th of July attire, or CMNH spirit wear

