

doing good IS GOOD FOR BUSINESS

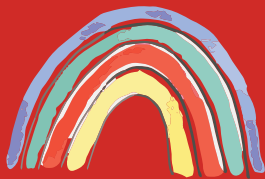
When you participate in a CMNH campaign you help kids across the state get the best medical care when they need it most. Did you know promoting your CMNH partnership can strengthen the connection between your business and your local community *and* encourage employee involvement?

POINT OF SALE FUNDRAISING CAN DEEPEN CUSTOMER ENGAGEMENT

- **97%** of consumers have "good vibes" toward the retailer after giving at the register.
- **78%** would shop again at that retailer because they were allowed to give.

CAUSE MARKETING CAMPAIGNS CONNECT EMPLOYEES TO YOUR COMPANY AND CAUSE

- **53%** of workers said that "a job where I can make an impact" was important to their happiness.
- **72%** of students about to enter the workforce agreed.



**CHILDREN'S HEALTH
IS A TOP 3 CAUSE FOR
AMERICANS**



CONSUMERS LIKE TO GIVE AT THE REGISTER

- **76%** of consumers have donated at the register over the past 12 months.
- **84%** like or don't mind being asked to give at register.