

How to Activate at the Self-checkout (SCO)


A guide for frontline employees




Self-checkout and self-service kiosk have become much more prominent for consumers' in-store experiences. You may have experienced the efficiency and ease that these self-service kiosks have brought to your consumers' shopping experience. As this continues to be a focus for future trends for a consumers' experience, it is also a focus to continue fundraising through these non-traditional register avenues.




How to Raise Funds at Self-Checkout:

 The process is easy for any customer or member to experience. A pop up displays an ask regarding a donation to CMN Hospitals.

 The entire process is automatic and will turn on at 12:01am the first day of the campaign.




 Scan bars are included in your CMNH kit. These allow for customers and members to choose their donation amount. Placing these at every register is best to help customers and members give during their check out.




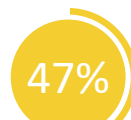
Reinventing the Ask

While SCO lanes do not offer the traditional cashier to consumer 'ask' that the campaign was built upon, the technology offered through SCO can be even more successful at raising funds compared to historical point-of-sale fundraising practices, if activated correctly.

- **Engage Self-checkout Hosts:** fundraising success at SCO is still heavily reliant on human interaction and ask. Ensure these team members are fun, interactive and not afraid to supplement the SCO prompt ask.
- **Raise Awareness:** consumers can be very busy and distracted while at the SCO. Ensure signage promoting the campaign is prominent and eye-catching, making a call to action very clear for consumers to see.
- **Registers are Key:** fun events and activities hosted during the campaign are great ways to engage with your teammates, but focusing on donations at registers, including SCO, will be the **most** effective way to hit your goals and provide the most help to your local hospital, Children's of Alabama.

 91% of people aged 35 or younger have reported to have used self-checkout, with Millennials being particularly comfortable with it.*

 \$39M In 2020, the Walmart and Sam's Club Help Kids Live Better campaign raised more than \$39 million through associates, customers and members support.

 47% Nearly half of consumers say they use a self-service checkout regularly*

* Source: CardFellow and eMarketer

SCO Fundraising Ideas:



Tape printed open bar codes to SCO Host's vest for shoppers to scan. Be sure SCO Host is asking every consumer.



Place extra signage around SCO area. Be sure all team members and consumers know donations help local kids. Always share the daily goal to so everyone can help you reach that goal.



Encourage self-check out host to give out stickers or ring a bell when a donation is received.



Educate each self-check out host every shift about the impact they are making for local kids in your community.



Post facts about your local CMN Hospital on each register so consumers and team members can always see where donations are going.



Share a message of thanks to each and every person who donates.

Including the ask at the self-checkout creates the same experience for all consumers no matter their check out choice. Keeping consumers engaged throughout the shopping experience develops consumer loyalty. And, building on consumer interactions helps to bring more value to the brand.



CHANGE KIDS' HEALTH
CHANGE THE FUTURE