

# Starting the Campaign Strong

A guide for frontline employees



## Thank you for joining our movement to Change Kids' Health and Change the Future.

Each year, Children's Miracle Network Hospitals sees 1 out of 10 kids in North America for treatment and care. During the annual Walmart and Sam's Club campaign for CMN Hospitals, your location has the chance to make a difference. Donations you raise through the register and with your own associates fund critical treatments and healthcare services, pediatric medical equipment and charitable care, all in support of our mission to save and improve the lives of as many children as possible.

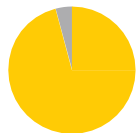
### You have 28 days to help make miracles happen.

The following page includes some ways to ensure you and your teammates get off to the best start possible to make the most of your fundraising efforts during the annual Walmart and Sam's Club Help Kids Live Better campaign to help local kids and families at Children's of Alabama.

#### How do customers feel about giving at point-of-sale?



**70%**  
Of consumers have given to a cause at the register.



**96%**  
of consumers feel more positively about the retailer after giving at the register.



**4 of 5**  
Consumers like or don't mind being asked to give at the register.

Results from the 2018 Catalist Study: Point of Sale Giving

## CHILDREN'S of alabama

is the only free-standing medical center in Alabama dedicated solely to treatment and care of children.

treats **MORE THAN 90%** of all children diagnosed with cancer and blood disorders in Alabama

is one of the **10 BUSIEST PEDIATRIC HOSPITALS** in the United States

had **567,744** patient visits to our clinic and **12,334** patient admissions in 2020

completes an average of **10 heart transplants** per year

#### Questions to ask yourself:

"What is my reason to support my local children's hospital?"

"How can I inspire my customers and members to give a donation?"

"How can I encourage my teammates during the campaign?"



Children's of Alabama®



Children's Miracle Network Hospitals

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



62 kids  
enter a Children's Miracle  
Network Hospital every  
minute.

Chances are, you know  
someone who has been  
impacted by your local  
children's hospital. It might be a  
friend, family member, or a  
teammate.

The funds that your location will  
raise help ensure Children's of  
Alabama has the tools and  
resources necessary to provide  
the best possible care for each  
child they treat.

## Thank you for being a Walmart and Sam's Club associates

As a member of the Walmart and Sam's Club family, you practice great values in support of your customer and members and the success of your company. In addition, you have the power to make a difference in the lives of families in your community.

Walmart and Sam's Club has been a proud partner of CMN Hospitals since 1987. Thanks to thousands of team members just like you, more than \$1 billion has been raised to help local children's hospitals.

As a proud team member of your location, what can you do to make this year's campaign a success?

Asking every customer or member to give allows your local children's hospital to have the best chance to receive as many fundraising dollars as possible!

## Putting the FUN in Fundraising

- **Cashier Challenge** – ask your manager to challenge cashiers, seeing who can receive the most donations in a 15- or 30-minute time span.
- **Celebrate!** Ring a bell or noisemakers every time someone rounds up. At the top of each hour, announce the total raised and encourage shoppers to add to the total at the register.
- **Daily Challenges** – design a crazy hat, vest, or tie. Cashiers must raise a set amount before passing the hat, vest or tie on to another cashier to do the same.
- **Power Ask Hours** – designate specific hours throughout each day and week to go ALL OUT and see how much can be raised in just 60 minutes.
- **Team Competitions** – form teams amongst the employees and develop a points and tracking system displayed in the break room. Track the progress to goal for each team, making it fun and competitive.
- **Breakout the costumes** – have fun raising funds and help others smile dress up as a unicorn, dinosaur, Santa, and encourage donations for a picture.

Your donations ensure children are not only healthy physically, but also mentally and emotionally. Donations often support programs and services such as Child Life, which is a hospital-based therapy focused on helping children and their families cope under stressful situations.

No matter the size of a donation, it makes a difference for a child.