

Maximizing In-Store Campaigns

A guide for frontline employees



The best way to make the most out of your location's fundraising efforts is to focus on making the ask to every person who visits your location, every time across all registers and transaction platforms. However, if your location is looking to go above and beyond the traditional point of sale fundraising, here are some ideas how to raise even more money for your local hospital and deepen connections with your team members, those who visit your location, and your community.



Facilitate outreach to local businesses to ask if they are interested in sponsoring your store's campaign efforts. Provide logo and brand promotion in-store, recognizing this company's support. Display logos or names on big balloons or banners for all customers to see.



Outside of your campaign ask, you can build creative ways to make a larger impact through selling big CMN Hospitals balloon for \$50, \$100 or more. Make donating a special experience by using the jumbo-sized balloons for recognition. You'll be surprised with peoples' generosity.



Ensure your team members and community are aware of the generosity of the donors and businesses in their community. While cashiers are making the ask at register, encourage them to mention the top donor giving levels, drawing attention and status to this group of elite supporters. Everyone loves a little competition, so once people hear of the top giving amount, they might just want to match or even top it.



No matter where your location is, there are other businesses close by that if asked would be willing to join in with your fundraising efforts. Whether they join you in asking their consumers to donate or make a donation to your efforts, networking your own network can create an even larger reach.



Your vendors are sometimes the easiest to ask to support your campaign as they have seen your dedication to the children's hospital for years. Have you shared with them your goal for this year's campaign? Have you informed them what a donation at any size could do for the local children in your community.



Monthly Fundraising Event Calendar

February



Spare Change Drive:

Ask team members to collect spare change from cars & bags.

March



Lunch and Learn:

Host learning sessions for your team members to learn something from their co-workers. From crafts to another language.

April



Cutest Pet Contest:

Team members and the community vote with spare change for the cutest pet!

May



Mother's Craft Sets:

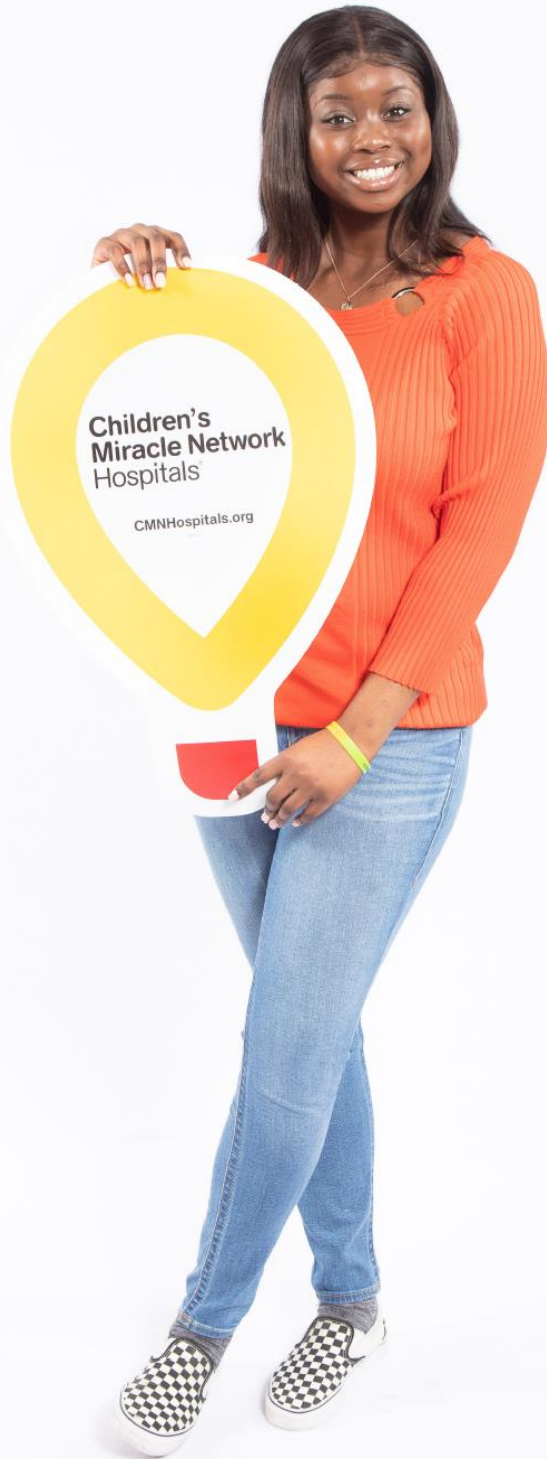
Sell craft sets to team members to help their children celebrate Mother's Day with great home made presents.

June-July



Spirit Wear:

Each Friday throughout the summer, allow team members to rep their sports team for a \$2 donation.



August



Summer Health Challenge:

Celebrate the end of summer with a fundraising effort of healthy challenges.

September



Bake Sale:

Who doesn't love a good ole' fashioned bake sale?

October



Jack O'Lantern Contest

Team members and the community vote with spare change for the best Jack O'Lantern.

November



Sports Spirit Day

Team members represent their favorite team for a \$2 donation.

December



Ugly Sweater Day

Team members wear their ugliest holiday sweater for a \$2 donation.