

# 2024 Make a World of Difference Campaign Overview

Campaign Dates: June 10 - July 7, 2024

Benefiting: Your local Children's Miracle Network Hospital - Children's of Alabama (COA).

CMN Hospitals Kits Arrive: First week of May 28th. If you have not received your kit by June 7th, you will need to go to One Wal-Mart, type "signing catalog" in the search bar. Hit enter, click the "Sign Order catalog" link. These must be reordered through your stores, not COA.

CMN Hospitals Kit Contents: Register Pole signage for all staffed and un-staffed areas, and scan barcodes for every register, including Self-Checkout (SCO), etc.

Children's of Alabama Kits Arrive: Varies by store. Contact your CMNH Coordinator if you have not received a kit by June 7.

Local Kit Contents: Partnership Guide, Mythbuster / Ask Cards (10), patient stories, Bingo Card, associate education flyers, incentive packs (patient buttons, stickers, pins).

## Campaign Elements

- Campaign Basics
  - Round Up or Donate at the register
  - Ask every customer, every time... even at SCO and OGP!
- Signage
  - Make sure your register signs, patient stories, and scan bar codes are prominently displayed in the store!
  - Tape scan bars beneath SCO screens
  - Encourage associates to make their own CMN Hospitals displays at the front entrance, in the garden center or auto desk, and/or on end-caps
- Associate Driven Fundraising
  - Stores are welcomed and encouraged to plan additional fundraising events and activities. Remember- you can only ask customers to donate at the register for four weeks per year- take advantage of this special time. You can plan fundraising events and activities year-round!
  - See your Partnership Guide or visit [ChildrensAL.org/CMNH](http://ChildrensAL.org/CMNH) for ideas!
  - You can also join the Walmart and Sam's Club Miracle Makers Facebook group to get ideas from around the country!
  - Be sure that all additional fundraising activities are approved by management and follow the guidelines outlined in the Campaign Playbook/toolkits on the WIRE/One Walmart.



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## How to Use Your Local Kit

- Partnership Guide: read this to see how to make the most of your CMN Hospitals campaign and to understand the impact of your donations!
- Paper patient stories: post these around the store or in employee areas to inspire
- "Mythbuster/Ask" card: This is a dual purpose card! Hang by the pin pad to help customers understand why they should donate and the other side has a script / reminders on how to ask every customer, every time!
- Associate education flyers: review these at huddle meetings and/or post in employee areas
- Online Campaign Hub: find Children's videos, fun facts, campaign materials and more at [ChildrensAL.org/CMNH](http://ChildrensAL.org/CMNH)
- Incentive Pack: Use these items to motivate and reward associates who are going above and beyond to raise funds for Children's!
  - Miracle Kid buttons: have cashiers, SCO hosts, and OGP dispensers wear these on their vests – be sure to leave behind for the next shift!
  - Walmart pins, "Make a World of Difference" stickers: use these as special awards/incentives for top associates

## Communications from Children's

- Text or call your CMNH Coordinator at Children's of Alabama. Can't find your coordinator? Text Laura Dunaway at 256-318-9747 for questions or help!
- Market Coordinator/ Champion emails: we will send campaign updates to Market Coordinators and Market Champions. Ask your MC to forward it to you!
- Miracle Mail: anyone can sign up to receive emails from Children's with patient stories, hospital news, and event invitations! Sign up at [give.childrensal.org/cmnhnews](http://give.childrensal.org/cmnhnews).

Need to print more materials? Need fundraising ideas? Need to know who your coordinator is? Want more info on how your donations impact Children's of Alabama?

**Visit our online campaign hub!**

**[www.ChildrensAL.org/CMNH](http://www.ChildrensAL.org/CMNH)**

