

Children's Miracle Network Hospital Tour Guide

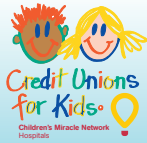
Looking to increase Credit Unions for Kids awareness among your area credit unions? Get credit union CEOs on board by hosting a breakfast or lunch tour at your local hospital. Here are some guidelines to get you started.

PLANNING THE EVENT

- 1 **Determine a date/time/location for your event.** Work with your hospital representative. We recommend a breakfast or lunch event at the hospital.
- 2 **Determine your speakers.**
 - Reach out with power: ensure a prominent hospital figure at the event... ie. hospital CEO.
 - Reach out with passion: designate a credit union professional with passion for the cause to share some words.
 - Reach out with emotion: invite a Champion family to speak and share their story.
- 3 **Determine your budget.** Work with your hospital representative to determine how your event will be paid for. Will the hospital cover the cost? Will you recruit a sponsor? Will your credit union cover the cost?
- 4 **Determine your menu.** Work with your hospital representative to plan the menu for your breakfast/lunch. Remember...you are reaching out to CEOs. A nice plated meal works best and adds a touch of class to the event.
- 5 **Determine your agenda.** *See figure 1 for a sample agenda.*

GETTING PEOPLE THERE

- 1 Send out a Save the Date email 5-6 weeks before the event.
- 2 Mail a hard copy invitation 3-4 weeks before the event. Request an RSVP with a deadline. *See figure 2 for a sample invitation.*
- 3 Send an email invitation 2 weeks before the event to those that haven't responded.
- 4 Follow up with phone calls 1 week before the event to those that haven't responded.
- 5 Send an email reminder to those that RSVP 1 week before the event.



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ENSURE FOLLOW UP

- 1 Send your guests away with a token of remembrance. ie. A pen with the hospital logo.
- 2 Send your guests away with a call to action. ie. A flyer with hospital facts, CU4Kids facts, ways to engage fundraising at the credit union.



Figure 1:
SAMPLE AGENDA

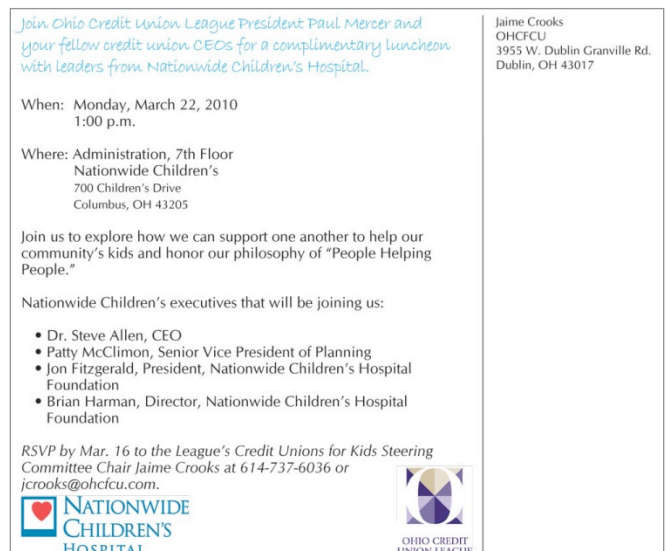
- 11:30am: Welcoming Words — Hospital Foundation Contact
- 11:35am: A Family's Story — Champion Family
- 11:45am: CEO to CEO Message — Hospital CEO
- 12:00pm: Lunch served, casual conversation
- 12:30pm: The Credit Union Difference — Credit Union Professional
- 12:35pm: Tour of Hospital
- 1:00pm: Adjourn

Figure 2:
SAMPLE INVITATION

Children's Miracle Network Champions:
Paige (AK), Parmina (CA), Clayton (MD)



FRONT



BACK