WORKPLACE GIVING GUIDEBOOK

PUT YOUR MONEY WHERE THE MIRACLES ARE

CMNHospitals.org
Workplace Giving: Put Your Money Where the Miracles Are

What is Children's Miracle Network Hospitals®?

Children's Miracle Network Hospitals raises funds and awareness for 170 member hospitals that provide 32 million treatments each year to kids across the U.S. and Canada. Donations stay local to benefit kids in your community. Since 1983, Children's Miracle Network Hospitals and its supporters have raised more than $5 billion, most of it $1 at a time through the charity’s Miracle Balloon icon.

Learn More: CMNHospitals.org

Where is my Children's Miracle Network Hospital?

To find the Children's Miracle Network Hospital in your community, please visit CMNHospitals.org/Hospital. There you can also obtain contact information for the hospital program director in your area.

Why participate in Children's Miracle Network Hospitals Workplace Giving?

Most organizations want to contribute to the community where they live and do business. But how do you select a worthy and worthwhile cause to support? How can you find a charitable cause that makes a difference in the lives of your employees or their loved ones?

Every second of every day, someone’s child needs medical care. Problems range from simple earaches to life-threatening diseases or injuries. No matter what a child faces, Children’s Miracle Network Hospitals across North America are available to provide life-saving treatment. By participating in Children's Miracle Network Hospitals Workplace Giving, your organization can ensure that children receive the best care available.

Your company’s Children’s Miracle Network Hospitals Workplace Giving campaign will make a real, tangible difference in the lives of children and families in your community. Families who benefit from your organization’s participation could be your friends, neighbors, or even some of your own employees. All funds raised in your community stay in your area to support research, education, pediatric care and equipment at your member hospital.

Children’s Miracle Network Hospitals Workplace Giving offers the following benefits over other traditional fundraising efforts:

- Compliments a traditional Miracle Balloon campaign.
- Works for companies where a traditional, retail-based Children’s Miracle Network Hospitals campaign isn’t possible.
- Involves all employees and provides opportunities for personal contributions.
- Requires only a one-time setup.
- Enables your organization to participate in an ongoing, year-long charitable campaign.

10 Steps to a Successful Campaign

Step 1 – Involve Your Children’s Miracle Network Hospital

Step 2 – Commit top management

Step 3 – Set a timeline and goal

Step 4 – Utilize the campaign tool kit

Step 5 – Recruit and train captains

Step 6 – Campaign kickoff

Step 7 – Ask everyone to contribute

Step 8 – Introduce programs and competition within the workplace

Step 9 – Set up a recognition program

Step 10 – Follow up and thank employees

Step 1 - Involve Your Children's Miracle Network Hospital

Your campaign stands to be more successful if you include your Children’s Miracle Network Hospital. Your employees will feel more inclined to give if they understand where their money is going, and how it will help local children. Ask your hospital representative to:

- Provide hospital-branded materials to promote the campaign.
- Host your employees on a tour of the hospital.
- Participate in the campaign kickoff presentation.
- Invite a Miracle Child or family to share their experiences.
- Thank the management staff for sponsoring the campaign.
- Thank the employees for participating in the campaign.
- Provide employee recognition for their fundraising efforts.

Do you know who your local CMN Hospital contact is? Visit CMNHospitals.org/Hospital to identify the program director in your area.
10 Steps to a Successful Campaign

Step 2 - Commit Top Management
Enlist your top management to support the campaign and encourage all employees to participate. Ask your top management to:

- Support the necessary time and commitment to plan and run the campaign.
- Allow time for educational meetings with management and employees.
- Take a tour of your Children’s Miracle Network Hospital to see firsthand the care being provided to local children.
- Participate and speak during the kickoff presentation, events and meetings.
- Set a goal for the corporate headquarters or branch(es) and encourage competition within the workplace for greater success.
- Send a personal email or letter to each employee asking for their individual support.
- Send a thank you to all employees for their participation.

Step 3 - Set a Timeline and Goal
Good planning is key to the success of a Children’s Miracle Network Hospitals Workplace Giving campaign. Set an appropriate campaign timeline to maximize the interest of your employees. Be sure to allow enough time in your campaign to properly educate the employees about Children’s Miracle Network Hospitals, and inform them that your area’s hospital is a member.

Be wary of time periods throughout the year that will hinder the success of your campaign.

Step 4 - Utilize the Campaign ToolKit
Use the materials in the campaign toolkit to publicize your campaign for greater success. The materials included in the kit are designed to help promote and execute your campaign.

- Campaign Guide Book
- Contribution Pledge Forms
- Campaign Posters
- Campaign Goal Chart

10 Steps to a Successful Campaign

Step 5 - Recruit and Train Captains
Campaign captains are employees within the company who will drive the campaign following the kickoff presentation. These individuals will approach fellow employees and urge their participation in the campaign.

Captains should be designated by location, department or area within the company.

Captains should be volunteers within the organization. Ideally, a captain would have an emotional connection to Children’s Miracle Network Hospitals. Also, captains should be urged to participate in the program themselves.

Captains should get together the week prior to the start of the campaign and become educated about the Children’s Miracle Network Hospital in your community. If possible, a hospital representative should be present to communicate the importance of the campaign and possibly share a real-life MIRACLE STORY. It should be emphasized in the training that 100 percent of the money raised during the campaign will go directly to the Children’s Miracle Network Hospital in the area, and will help improve the healthcare of local children.

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Step 6 - Host a Campaign Kickoff
A campaign kickoff presentation followed by separate group and individual meetings will ensure your employees are educated about Children’s Miracle Network Hospitals and enthusiastic about showing their support. This meeting should be conducted in a group setting and should be dedicated to the Children’s Miracle Network Hospitals Workplace Giving campaign. It is recommended that the meeting not be combined with any other meetings (e.g. benefits fair or scheduled weekly meetings).

- Invite all employees to attend.
- Provide food and beverages.
- Have your top management explain the purpose of the meeting and demonstrate their support of the program.
- Invite a hospital representative to speak and share how contributions will help local children.
- Show a Miracle Story video, or invite an employee, child or family to speak.
- Review the contribution pledge form, process and recognize captains.
- Distribute pledge forms and have a system in place to collect forms after the meeting.
- Promote competition within the company (location, department, etc.).
- Review any upcoming events or activities surrounding the campaign.
- Use incentives to get employees to turn in pledge forms immediately.
10 Steps to a Successful Campaign

Step 7 - Ask Everyone to Contribute

Your campaign will be more successful, easier to manage, and goals will be easier to achieve if every employee contributes.

Confidentiality
An employee's donation is personal and must be protected. Pledge information must be kept confidential. Access to employee data must be limited to the least number of people possible.

Step 8 - Introduce Incentive Programs and Competition Within the Workplace

Using incentive programs to encourage employees to participate will increase the success of your campaign. Incentive items may include:

- Miracle Balloons, on which employees can write their name and hang in a cafeteria, building entrance, etc.
- Children's Miracle Network Hospitals items (e.g. bracelets, pins, buttons, etc.).
- A “Miracle Maker” designation for employees who contribute above a determined pledge amount. Miracle Makers should be recognized for their contribution with a special incentive item, such as a T-shirt, listing in a company newsletter or hospital publication, or entry into a drawing for a prize.
- Other special incentives may be awarded for how long employees have donated (5, 10, 20 years).

Encouraging competition within the workplace will increase participation rates and fundraising results. Examples include:

- Highest fundraising amounts by branch
- Highest participation levels by department

Award department managers, team leaders, and other incentive winners with special items that recognize their employees' contributions. Plaques, awards and letters of appreciation are great ideas to recognize different employees and departments.

Be creative and have fun!

Step 9 - Set Up a Recognition Program

Recognition from your Children's Miracle Network Hospital thanking the company and all participating employees will go a long way in ensuring the continued success of the campaign.

Work with your hospital representative to find ways to recognize your company and its employees.

Step 10 - Follow Up and Thank Employees

Follow up with the employees overseeing the campaign. Meet with your hospital representative to review the campaign and get final results.

Discuss what worked and what didn’t. Did you reach your goal? Was the campaign well received by your employees? Keep notes and review them before the following year's campaign.

Also, discuss the process for remitting contributions on a monthly basis. Review the data file and ensure your payroll office is aware of the first deduction dates. Discuss the process you will use to add new employees or delete employees who leave your company. Be sure to include a brief presentation in your new-hire orientation packet and ask new employees to contribute.

Thank the employees who contributed – immediately and often. Your employees will appreciate knowing their contributions are making a difference and will be more inclined to give again the following year.

Involve your management and leadership team in thanking employees for their support.

Some ways to thank employees:

- A thank you email.
- Thank you letters from top management of the company and/or hospital.
- A celebration event or party.
- A thank you message in your newsletter.
10 Steps to a Successful Campaign

**Campaign Timeline**

The following is a suggested timeline for planning and execution of a Children’s Miracle Network Hospitals Workplace Giving campaign:

- **4-6 Weeks Before Campaign**
  - Select and educate captains who will drive the campaign within areas, locations and/or departments.
  - Meet with the hospital representatives in your area.
  - Develop a timeline and campaign plan.
  - Determine if you will include any special events or activities in the campaign.
  - Schedule a tour of your Children’s Miracle Network Hospital for employees and/or management.

- **2-4 Weeks Before Campaign**
  - Announce campaign to personnel.
  - Set goals (e.g., company, locations and/or departments).
  - Schedule and plan the campaign kickoff presentation.
  - Schedule and plan employee educational meetings.

- **1-2 Weeks Before Campaign**
  - Publicize campaign with posters, fliers and table tents.
  - Send campaign notice with paycheck stubs the last pay period before campaign.

**One Week Before Campaign**

- Send emails from management to announce campaign details.
- Tour your Children’s Miracle Network Hospital with campaign captains and top management.

**Campaign Week**

- Execute kickoff presentation.
- Present Miracle Story to inspire employees to donate.
- Conduct employee educational meetings.
- Distribute and collect contribution pledge forms.
- Ask for 100 percent involvement
- Track progress towards goal and update goal chart daily.

**Campaign Wrap-up**

- Plan a special thank you event for employees.
- Thank participants who contributed during the campaign.
- Submit campaign totals to designated person at your company.
- Record problems and successes for following year’s campaign.

**Frequently Asked Questions**

**Q: Where will the money contributed by my employees go, and how will it be used?**

A: Your employees’ contributions will support the Children’s Miracle Network Hospital in your community. Donations will be given to your hospital as unrestricted funds to provide pediatric care, education or research.

**Q: Can employees stop or cancel their contribution pledge?**

A: Yes. Employees can choose to stop or cancel their contribution pledge at any time. Simply record the request by the employee and record the cancellation on the monthly remittance form.

**Q: When can my employees increase their contribution pledge?**

A: Your employees may increase or decrease the amount of their contribution pledge at any time. Employees should be encouraged to increase their contributions based on the previous year’s results.

**Q: What documentation do I need to take a tax deduction for my contribution?**

In order to deduct a cash contribution, including those paid by electronic funds transfer or credit card, you must keep one of the following:

1. A record from your financial institution that shows the name of the qualified organization, the date of the contribution and the amount of the donation. This can include a credit union statement or a credit card statement.
2. A receipt from Children’s Miracle Network Hospitals showing the date of the contribution and the amount of the contribution. This may include a print-out of the online pledge confirmation page.

If you make contributions by payroll deduction, you must keep:

1. A pay stub, Form W-2 or other document furnished by the employer that shows the date and amount of contribution, and
2. A copy of the completed pledge card, or print-out of the online pledge confirmation page.

If you make a single, one-time deduction of $250 or more, you must also have an acknowledgement of the contribution from Children’s Miracle Network Hospitals, which will include all of the information required by the IRS as described in IRS publication 526. This acknowledgement will be sent to the address provided on the pledge contribution form, or from the online contribution page.

To determine the exact amount of your charitable deduction, please consult your tax advisor.