



Why Partner with Children's Miracle Network Hospitals?



Fierce competition means that growth-minded businesses need to find new ways to set themselves apart. With so many players in the market, differentiation on the basis of attractive product features, services or pricing can only go so far. And, faced with so many choices of where to spend their money, consumers are looking for more compelling reasons to choose your brand over any other.

That's where we come in.

Simple

Quick and easy to get started.

Local

Connect with customers wherever you are.

Impactful

The cause touches every corner of every market.

Builds Loyalty

Customers know that you support what's important to them at home.

Free

Empower customers to donate at no cost to you.

Select Partners

- Walmart
- Panda Express
- Ace Hardware
- Marriott International
- RE/MAX
- Dairy Queen
- IHOP
- Delta Air Lines
- General Mills
- Coca-Cola
- Kendra Scott
- Columbia Sportswear

Show Me...

▶ The Simplest Way to Give Back

▶ Why it Works

▶ How it Works



Make Your Business More Valuable

Than the things you sell

Partnership with Children's Miracle Network Hospitals® (CMN Hospitals) is the simplest way for businesses to build affinity with customers in communities across North America by showing support for their local children's hospitals.

You can't greet every customer face-to-face when they make an online purchase. But by empowering that customer to give back to their local children's hospital at the point of sale, you can make sure their purchase carries deep personal significance that they'll remember the next time around. **And it will cost you nothing.**



Create Local Impact

On a National Scale

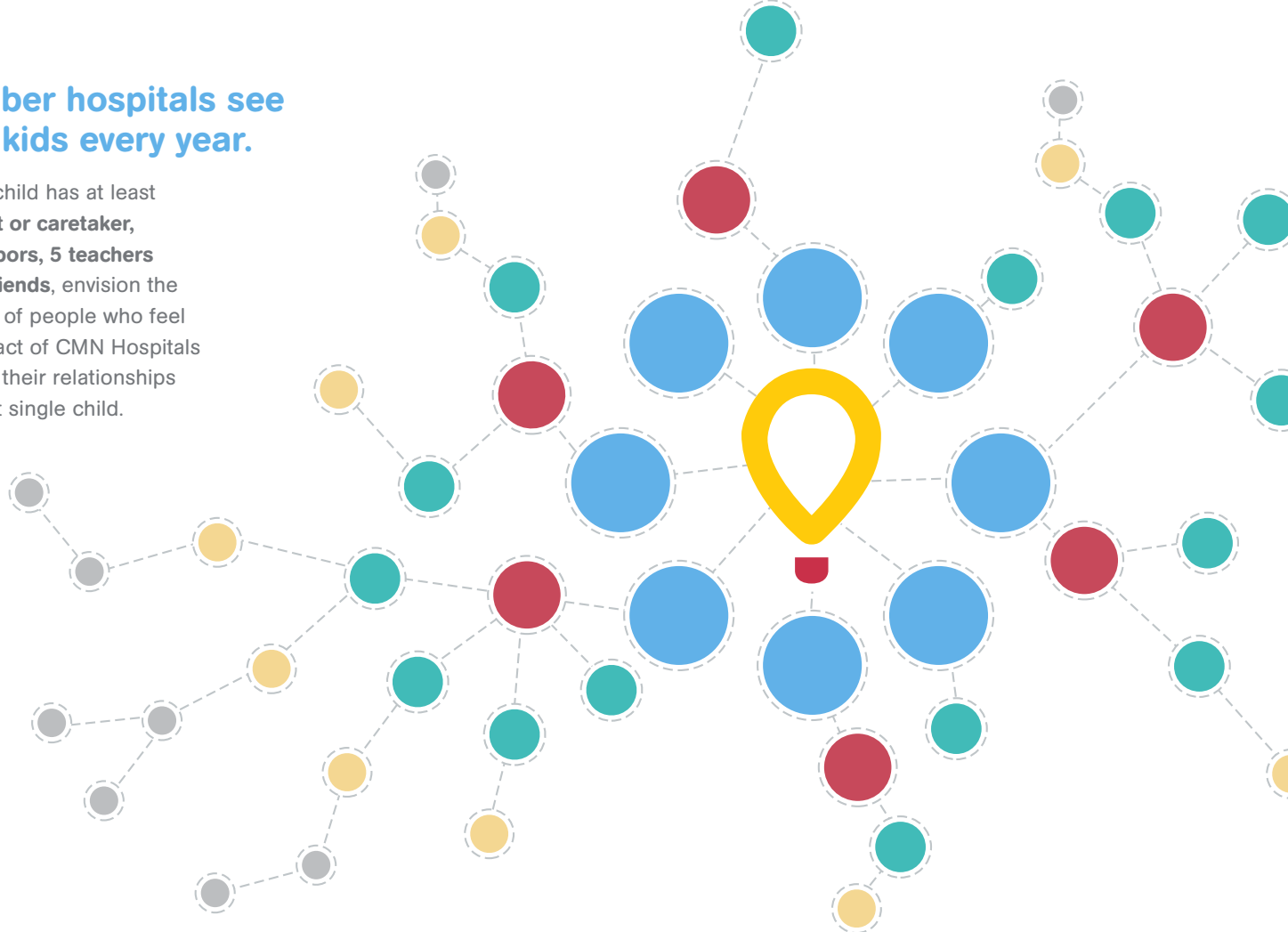
Ten million children are treated in CMN member hospitals every year. Donations raised through our corporate partners provide crucial funding for medical equipment, life-saving research and charity care for sick and injured children when insurance and Medicaid come up short—touching the lives of countless family members, teachers, friends and neighborhoods across North America for years to come.



Children's
Miracle Network
Hospitals®

Member hospitals see 10M kids every year.

If each child has at least **1 parent or caretaker, 2 neighbors, 5 teachers and 5 friends**, envision the network of people who feel the impact of CMN Hospitals through their relationships with that single child.



The Simplest Way to Give Back

At No Cost to You

The CMN Hospitals Giving Plugin:

Powered by GiveWorx, CMN Hospitals' secure e-commerce Giving Plugin makes it easier than ever to connect with your online customers on a personal level by showing that you care about their local communities.



About CMN Hospitals and GiveWorx

CMN Hospitals and GiveWorx partnered to build a proprietary digital solution that makes charitable giving quick, simple and accessible to online shoppers anywhere, at any time. Available exclusively to partners of Children's Miracle Network Hospitals, the secure Giving Plugin is designed to connect easily with a retailer's e-commerce website, making it possible for customers to donate at the point of sale.

[Watch a Demo](#)



Why it Works:

Simple: The CMN Hospitals Giving Plugin connects directly into your existing e-commerce website and can be ready to use in less than two weeks.

Local: Empowering customers to give back to their local children's hospital with every purchase makes your business feel close to home, wherever you are.

Free: All donations are funded by your customers and there is no financial commitment required of your business.

Customer-Driven: Customers choose whether or not to give at the point of sale, so there's no need to reach out or follow up.

Automated: The plugin asks for contributions so your employees don't have to and routes every donation to the donor's local children's hospital without any additional burden on your accounting team.

Customizable: Make the CMN Hospitals plugin your own and customize the user experience with your brand colors, messaging, imagery or even specific campaign creative.

Non-Disruptive: The donation window is triggered only after a completed transaction and requires just two additional clicks, so it never gets in the way of the customer's experience.

Anti-Fraud: GiveWorx processes donations separately from any customer purchases, and assumes all liability for refunding fraudulent donations.

Secure: Built by financial technology specialists, the plugin is secure by design and maintains industry-leading PCI DSS compliance to ensure donations are processed responsibly without exposing sensitive customer data.

What it Takes to be PCI DSS-Compliant

The Payment Card Industry Data Security Standard (PCI-DSS) is a set of regulations that govern all organizations that process, transmit or store customer cardholder data. Compliance requires that cardholder information is accessed only on a strictly need-to-know basis and that stringent measures are taken to safeguard it. These include:

- ☒ Firewall protection.
- ☒ Encrypted transmission of cardholder data.
- ☒ Up-to-date antivirus software.
- ☒ Unique IDs for each employee with computer access.
- ☒ Restricted physical access to cardholder data.
- ☒ Tracking and monitoring of all access to network resources and cardholder data.
- ☒ Frequent testing of security systems and processes.
- ☒ Strong password protection.
- ☒ Secure systems and applications.

Rest assured that any customer information processed through the CMN Hospitals Giving Plugin is secured to the highest industry standards.

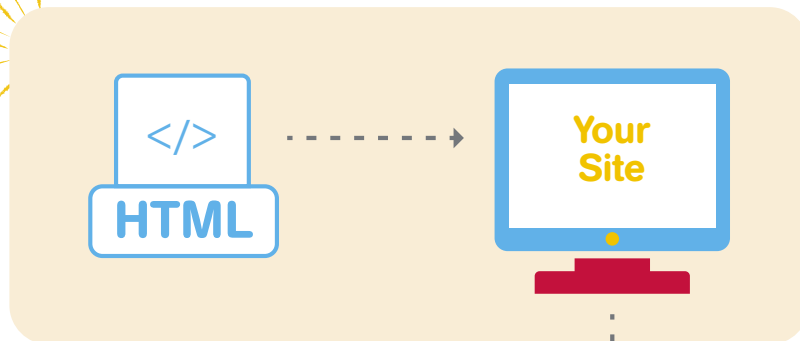
[Learn More](#)



How it Works:

The Giving Plugin lets you empower your customers to give back to their local children's hospitals quickly and easily with every online purchase.

Simple Setup for You:

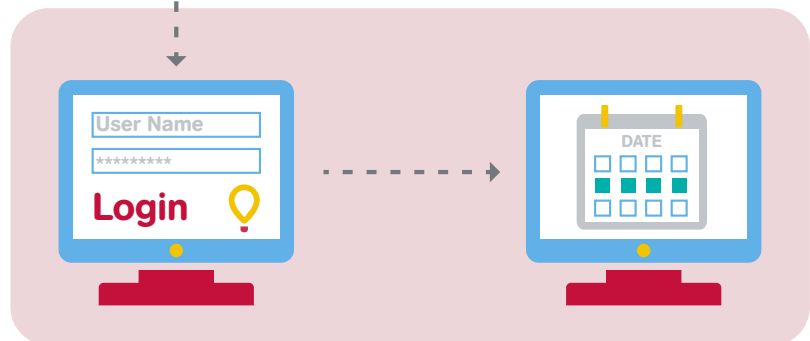


Get the Code

CMN Hospitals will provide code for you to copy and paste into the backend of your site, installing the Giving Plugin.

Make it Your Own

Once the plugin is installed, log in to your CMN Hospitals user account and customize the donation window that your customers will see.

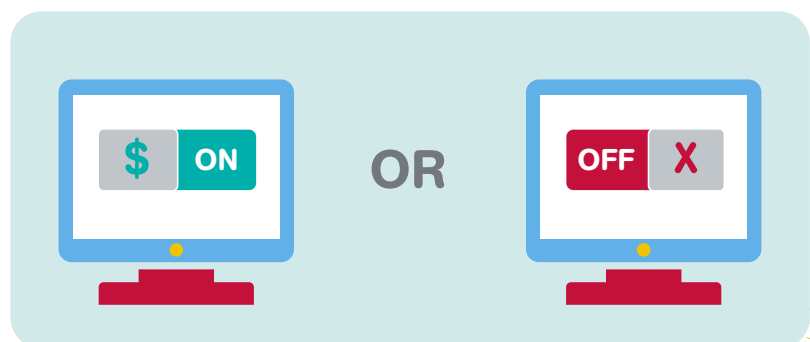


Pat Yourself on the Back

Through a single API call, the Giving Plugin receives all the information needed from the shopping cart session to process a donation.

Switch it On

Simply enable the Giving Plugin and CMN Hospitals will start collecting donations. You'll be able to switch it off and on again as needed.





Speed and Seamlessness for Your Customers:

Checkout

Your customer completes an online purchase.



Partners of Children's Miracle Network Hospitals are already saving lives and touching hearts in your community.

[See how](#)

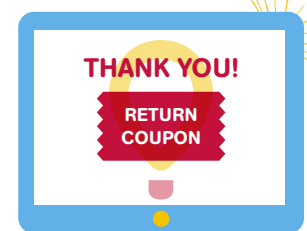
Consider

A window appears asking if they'd like to make a donation to their local children's hospital.




Donate

Your customer selects the amount they'd like to contribute and their donation is charged to the payment method used to make their initial purchase.



Feel Great

Your customer's credit card information is scrubbed from the plugin and they're shown a "Thank You" screen with a coupon code to use the next time they shop.



Children's Miracle Network Hospitals has been raising awareness and funds for local children's hospitals through retail point-of-sale engagement since 1983, benefitting more than 170 member hospitals across the United States and Canada. Thanks to our corporate partners, online and offline donations have generated more than \$5.7 billion for children's hospitals—most given a dollar at a time.

VISIT US
to learn how you can get started.

