



EXTRA LIFE

# GETTING STARTED WITH EXTRA LIFE AN EMPLOYEE ENGAGEMENT GUIDE



Children's  
Miracle Network  
Hospitals



Revised 8/19/2020



As a network of 170 member hospitals, **Children's Miracle Network Hospitals®** are there when your child needs them most. Through its network of blue-chip corporate and media partners, award-winning fundraising programs and passion-filled communities, CMN Hospitals has helped provide more than \$7 billion in donations to help change kids' health and change the future.

**Extra Life** unites thousands of gamers around the world to play games in support of their local Children's Miracle Network Hospital. Since our inception in 2008, the program has raised more than \$70 million for sick and injured kids

From funding critical treatments or pediatric medical equipment, to ensuring that hospitals can provide charitable care to those in needs or specialized services not covered by insurance, we invite you to join us. Help us ensure that every child has the access to the very best medical care in their children's hospital.

## VICTORIA ENMON ACUTE LYMPHOBLASTIC LEUKEMIA 1992—2008

It all started with a little girl from Orange, Texas.

Victoria was diagnosed with acute lymphoblastic leukemia in 2004 when she was 11 years old — a diagnosis that shattered the world of her and her family. Victoria excelled academically and was an active kid participating in gymnastics and even competed in the Junior Olympics.

During her cancer treatment, Victoria would spend months at a time at her Children's Miracle Network Hospital, Texas Children's Hospital, which was about 120 miles away from her home. During her various treatments including blood transfusions, MRIs, CAT scans, x-rays, ports and eventually a bone marrow transplant she remained a ray of hope and sunshine for fellow patients and hospital staff.

Tori met Jeromy "Doc" Adams, a gamer and radio DJ, during a CMN Hospitals radiothon and they became fast friends. Jeromy was a lover of games and set out on a mission to provide Victoria with video games, asking his online community to help. The news traveled fast and soon she received games from all around the world.

Victoria passed away on January 21, 2008, at the age of 15. To honor Victoria, Doc started a 24-hour gaming marathon to raise funds for Texas Children's Hospital that same year. This gaming marathon grew into the Extra Life program today that raises millions of dollars each year for Children's Miracle Network Hospitals.



Children's  
Miracle Network  
Hospitals®

Our hospitals treat 10 million kids each year—  
**kids just like Victoria.**

**extra life**  
Play Games. Heal Kids.





# Fast Facts About CMN Hospitals

## Funds Stay Local

Every dollar raised benefits the Children's Miracle Network Hospital in your community. Visit [CMNHospitals.org](http://CMNHospitals.org) to learn more about your hospital.

## 10 Million Kids Treated

Each year, Children's Miracle Network Hospitals will treat 10 million kids through 32 million patient visits.

## Donations Have Impact

Donations are all unrestricted and can support life-saving equipment, research, charitable care or programs like child life, classrooms, pet therapy and more.

## Every Extra Lifer Counts

The power to help kids in your community rests in you asking each and every customer, participant and donor to join us.

**No matter where you are, our 170 children's hospitals are there to welcome you in times of need.**



## EQUIPMENT

On average, 15 CENTS of every dollar donated helps to fund life-saving equipment so that hospitals can provide the best care possible for kids like **IZABELLA** age 8, Heart-Lung Transplant



## CHARITABLE CARE

On average, 18 CENTS of every dollar donated helps to provide financial aid to help cover the costs of medical care for kids like **SAMERYA** age 9, Neuphrotic Syndrome



## ADVANCEMENT SERVICES

On average, 23 CENTS of every dollar donated helps hospitals wherever funds are most needed, from patient programming to family services and building renovations, all to provide the best care for kids like **SHANE & ELI** age 15 & 8, Burn and Trauma Survivors




## EDUCATION

On average, 7 CENTS of every dollar donated helps to provide training, resource centers, and school programs for families and kids like **BENJAMIN** age 11, T-Cell Acute Lymphoblastic Leukemia



# WHY DO WE NEED YOUR SUPPORT?

CHILDREN'S MIRACLE NETWORK HOSPITALS PROVIDE

32  MILLION

PATIENT VISITS FOR 10 MILLION KIDS EVERY YEAR.

EVERY HOUR

CHILDREN'S MIRACLE NETWORK HOSPITALS TREAT:

675  KIDS WITH TRAUMA

39  KIDS FOR DIABETES

92  KIDS FOR CANCER

39  BABIES IN NICU\*

97  KIDS FOR SURGERIES

\*neonatal intensive care unit



Children's Miracle Network Hospitals®

Helping Local Kids

EVERY DAY

CHILDREN'S MIRACLE NETWORK HOSPITALS TREAT:

16K  KIDS WITH TRAUMA

935  KIDS FOR DIABETES

2,218  KIDS FOR CANCER

925  BABIES IN NICU\*

2,329  KIDS FOR SURGERIES

\*neonatal intensive care unit

EVERY MINUTE, CHILDREN'S MIRACLE NETWORK HOSPITALS PROVIDE

\$6,500

TO HELP SAVE KIDS' LIVES.



62 CHILDREN



ENTER A CHILDREN'S MIRACLE NETWORK HOSPITAL


FOR TREATMENT EVERY MINUTE.

SINCE 1983, CHILDREN'S MIRACLE NETWORK HOSPITALS HAS RAISED MORE THAN \$7 BILLION,



MOST OF IT A DOLLAR AT A TIME.

CHILDREN'S MIRACLE NETWORK HOSPITALS' MEMBERS PROVIDE

\$3.4  BILLION

IN CHARITY CARE ANNUALLY.

LOCAL CHILDREN'S HOSPITALS  

USE THE FUNDS HOWEVER THEY NEED THEM MOST.





# Extra Life

Funds raised stay local to help pediatric patients at 170 Children’s Miracle Network Hospitals across North America. Since 2008, Extra Life has raised more than \$70 million for member hospitals.

Recently named one of the [top 30 peer-to-peer fundraising programs](#) in the United States, Extra Life is a movement, formed by gamers bonded by their passion and commitment to saving and improving the lives of local kids through the power of gaming.

Play games, heal kids and join the community today at [extra-life.org](http://extra-life.org)

## REACHING A COVETED DEMOGRAPHIC AND THOSE THAT DONATE TO THEM



A global, digital community that engages passion-fueled fundraisers within the gaming and live streaming interest groups and industries with more than **50,000 participants annually:**

- The Millennial & Gen X Gamer ages 21 – 40
- Groups is 61% male, 39% female
- Highly engaged social network, with 5.5X the amount of average followers
- Social share rates are 3X more active than the baseline for the demographic
- Average annual income of \$75K per year
- Primary purchase areas include gaming products and consoles

Extra Life has more than **190,000 donors annually** that support the participants:

- Gen X professional, typically in management or may own their own business.
- Friends and family of younger Extra Life participants
- Expendable income and also plans for the future: high net worth individuals
- Embrace and purchase outdoor activity and home entertainment goods & services
- Buying potential: over 35% at \$125K







# Employee Engagement Statistics

72%

72% of employees say a job where they can make an impact is very important to their happiness.

\$40M

Increasing the engagement level in a 10,000-person company by only 5% can boost profits by an estimated \$40 million.

Source: Rutgers University & Taleo Research



71%

Of employees said they would participate or volunteer for a partner or event if they were asked by their employer.

#1

Employees ranked health causes the #1 cause they prefer their employers to support.

60%

Of employees have a higher level of respect and loyalty for their employer if they support a cause.

Source: Catalyst/Accelerist 2016 Employees Are King Survey



53%

Of employees that currently participate in a cause via their employer choose to do so through a peer-to-peer event.

74%

Of employees say their job is more fulfilling when they are provided an opportunity to make a positive impact at work.

51%

Of employees will not work for a company that does not have strong social and environmental commitments.

Source: 2017 Cone Communications Employee Engagement Study





# Why Engage with **Extra Life** and **Children's Miracle Network Hospitals**?

**No child in need of medical care is ever turned away for an inability to pay.**

Donated funds support important programs, life-saving equipment and vital programs to meet the unique healthcare needs of kids.



## **Funds Benefit the Greatest Needs Locally**

To ensure hospitals are able to meet the most critical needs of kids in their community, funds are given to hospitals unrestricted. Donations can support life-saving equipment, research, charitable care or programs like child life, classrooms, pet therapy and more.

## **Assets that Create Measurable ROI**

Children's Miracle Network Hospitals support programs and partners that reach millions of constituents across varying coveted demographics - everything from gamers, students, radio and television stations, to corporate partners in every industry and local hospitals. These activations help our partners achieve their business goals, while supporting local communities.



## **Important to Millennials**

Millennials rank children's hospitals as the cause most important to them, and 60% understand that their local children's hospital needs donations to continue providing care.



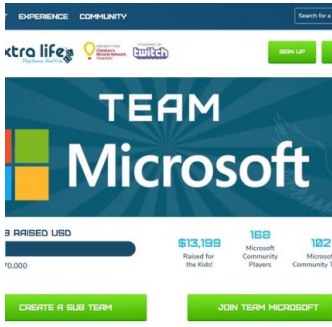


# Employee Engagement Opportunities

Gaming is one of the largest forms of entertainment on the planet and chances are, you have employees who play games and/or livestream as a hobby outside of the office. Participation in Extra Life is so flexible, that it serves as the perfect employee engagement tactic for both local and remote teams! Ideas of how your company can use Extra Life as an employee engagement tactic are:

## Create a Company Extra Life Team

Every Fall, Children’s Miracle Network Hospitals hosts the annual “Extra Life Game Day” as a rallying point for gamers across the globe to raise funds for sick and injured kids at children’s hospitals across North America. Create a team for your employees to join and create their own fundraising page to collect donations. Offer incentives like an extra day of PTO for the top fundraisers, or company swag for everyone who reaches a specific fundraising milestone.



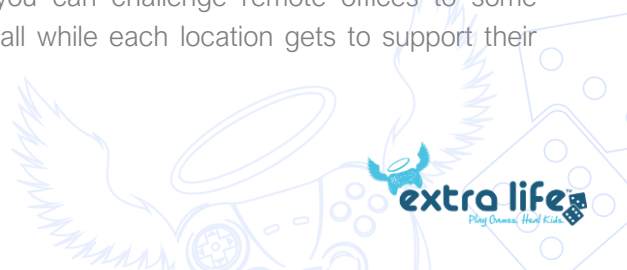
## Host a Company Game Day

Extra Life is 365 days a year, meaning you can host your own “Game Day” whenever it works for you! With many more of us working from home than ever before, employees are looking for ways to connect and stay involved with their coworkers. A virtual Game Day is a great way to provide connection for employees! Utilizing whichever online meeting tool that your company works with, you can create a space for your employees to hang out, game together, and share their streams! We have plenty of tips on how to [socially distance and still gather virtually!](#)



## Livestream with Remote Offices

While its not a requirement to participate, over 60% of the Extra Life community livestream their game play on Twitch, YouTube, or Facebook Gaming to connect with their friends, family members and fans. By hosting your own company livestream, you can challenge remote offices to some friendly challenges #ForTheKids, all while each location gets to support their local children’s hospital.







# Create a Company **Extra Life** Team

Click [here](#) to see this year's list of fundraising power ups

## Registration Type

Participant Type \*



Extra Life Classic

[Change](#)

Signing up for Extra Life as a Classic Participant is completely free and still lets you unlock digital incentives from our community partners.

Role \*

Create a Team

[Change](#)

Team Type \*

Extra Life Community Partner

Extra Life Team

To create a team for a company, visit <http://www.extra-life.org/register> and select “Create A Team” > “Extra Life Team” during registration. If your company is already engaged with CMN Hospitals through a corporate partnership with our Extra Life program, you can select the “Extra Life Community Partner” option. This is a great way for individual stores or chapters to create teams and compete against each other in fundraising!

## Why create a team?

- Come together to make a bigger impact
- Team fundraising thermometer
- Friendly competition between other corporate teams
- Customize your corporate fundraising goals and message
- Outline fun milestones as a team





# Best Practices in Encouraging Employee Engagement

## MORE TIPS AND TRICKS

### NEW EMPLOYEES

Introduce new employees to your program by encouraging donations during onboarding or scheduling a meeting to discuss CMN Hospitals within their first month with the company.

### SHARE PROGRESS

75% of employees say it's important their company shares its goals, progress and related achievements, and 52% want to share their own photos, videos and experiences on their personal social media platforms. Be sure to send updates on participation rates and fundraising totals.

### SAY THANK YOU

Employees want recognition for their efforts, and saying thank you can be as simple as hosting a celebratory party at the end of the campaign or a thank you note from the company. Consider scheduling additional activities throughout the year to continue to say thanks.

### PAGE CUSTOMIZATION

Make sure your teams' DonorDrive pages are customized with information about themselves and your company. This is where you can share your story and motivate people to give!

### COMMUNICATE

Employees prefer to hear about opportunities through internal email (43%) and management (38%), but multiple channels help. We recommend a kickoff email, followed by weekly communication to your company. This communication can include promotion on social channels.







# Talking Points for Team Recruitment

## ABOUT EXTRA LIFE

Extra Life mobilizes generous gamers to help local Children's Miracle Network Hospitals. The campaign culminates on a Nov day-of-play with fundraisers raising millions of dollars in 24-hours!



## IT ALL BEGAN WITH ONE GIRL

Extra Life was founded in 2008 to honor the life of Victoria Enmon. As she spent years battling leukemia, video games proved to provide her with a welcome escape.

Every year, 50,000+ people game in her memory and in support of the millions of other kids who will benefit from CMN Hospitals every year.

## FAST FACTS

- Since 2008, gamers have raised \$70MM through Extra Life
  - \$15M raised in 2019 alone
- In the Top 30 Peer-to-Peer fundraising programs
  - The first gaming-centric program to make the list
  - Currently, the list's fastest growing
- Annually, 50,000+ gamers sign up to "play games, heal kids."
  - 50%+ are content creators on Twitch & YouTube

## THE CAUSE

Children's Miracle Network Hospitals® raises funds & awareness for 170 member hospitals that provide 32 million treatments each year to kids across the U.S. and Canada.

Donations stay local to fund critical treatments & healthcare services, pediatric medical equipment & charitable care.

**LEARN MORE**  
[www.extra-life.org](http://www.extra-life.org)



Learn more at  
**CMNHospitals.org**



# Talking Points for Team Recruitment

## Creating an Elevator Pitch

In order to recruit for your team, you will have to let potential participants know what Extra Life is and why they should be involved personally. See below for the essential parts of any Extra Life recruitment elevator pitch:

- **WHAT** is Extra Life?
  - Extra Life is a Children's Miracle Network Hospitals fundraising program that empowers the gaming community to make a difference in the lives of local sick and injured kids. Participants fundraise year-round culminating in a celebrated day of play with the entire Extra Life community in November.
- **WHEN** should I participate in Extra Life?
  - Participants play for Extra Life year-round! Many Extra Lifers join us on our game day each fall as we play games together as a global community For The Kids. Most Extra Lifers challenge themselves with 24-hour marathons, playing them in-full or breaking it up over several weekends. Some set their own challenges to raise money for their hospitals. You decide how YOU want to play For The Kids.
- **HOW** do I participate in Extra Life?
  - Getting involved is as easy as signing up online at [extra-life.org](http://extra-life.org), asking your friends and family to donate and pledging to play games in support of the Children's Miracle Network Hospital of your choice. You can play from the comfort of your own home, playing any game you want.







# COVID-19 Impact on Children's Hospitals

## FUNDING NEEDS



**PATIENT SERVICES IS THE GREATEST AREA OF FUNDING NEED**

Estimated funding needs for Children's Miracle Network Hospitals exceeds **\$820 million**.



**COSTS RELATED TO PERSONAL PROTECTIVE EQUIPMENT (PPE) HAVE INCREASED 10 PERCENT**

— a monthly cost of approximately **\$85 million** for CMN Hospitals.

CMN Hospitals need **\$186 million** to support telehealth services, personal protection equipment and COVID-19 testing supplies.



Job and insurance losses are resulting in more need for charitable care — well beyond the

**\$80 MILLION**

covered by CMN Hospitals' funds last year.



**TELEMEDICINE & EQUIPMENT** are the greatest areas of new funding needs.

## REVENUE IMPACT

**78%**  
of hospitals are losing more than **\$7.5 MILLION PER MONTH**



Minimum reported **TOTAL REVENUE LOSSES** for hospitals responding adds up to **\$5.7 BILLION**



**AVERAGE REVENUE LOSS IS \$67 MILLION PER HOSPITAL**

( Losses represent An average of **23%** hospitals' revenue )



Losses represent an average of **22% of hospitals' unrestricted fundraising**



**LOSS OF REVENUE FROM ELECTIVE OR NON-CRITICAL SERVICES** is the greatest area of concern.

## LOOKING AHEAD

**67%**

of hospitals responding indicated that they **will not be able to meet their needs in the next year without increases in donations**

**FACILITIES AND NON-ESSENTIAL STAFF ARE AT THE GREATEST RISK**

followed by non-reimbursed patient programs such as child life and art therapy.

**43%**

of hospital respondents are working on a COVID-19 vaccine

Source Data: was sourced from the COVID-19 Follow-up Impact survey which was conducted in May & June 2020. Responses are from US markets only.





# Best Practices for Team Recruitment

## How To Recruit Team Members

### OFFER AN INCENTIVE



### PAGE CUSTOMIZATION



### PROMOTE THE CAUSE



### SEND OUT AN E-BLAST



### SHARE ON SOCIAL MEDIA



### UTILIZE MATCHING GIFTS

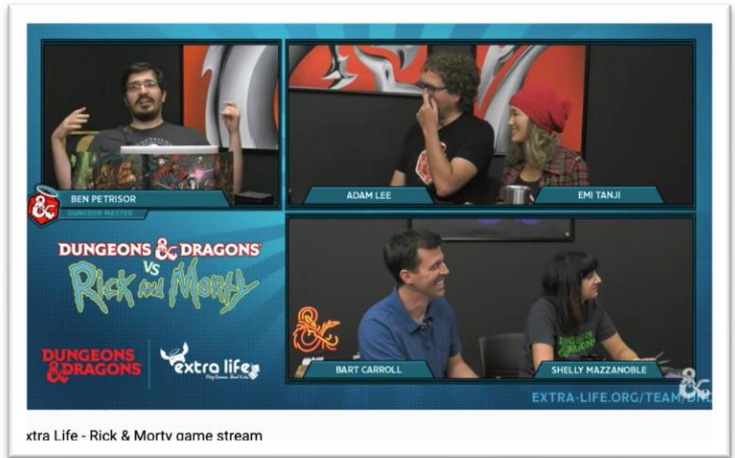
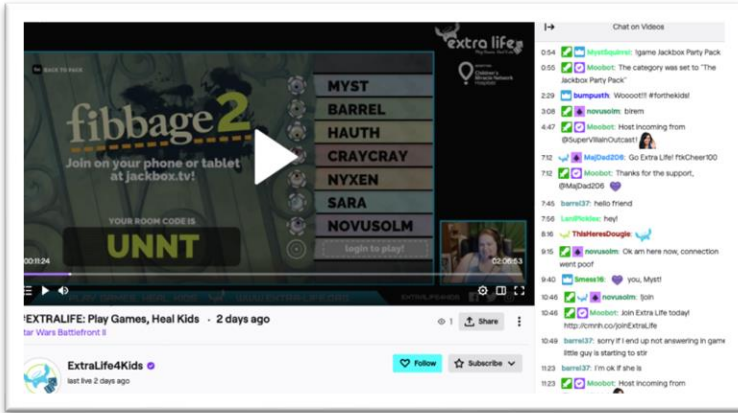






# Live Stream Your Fundraising

CMN Hospitals has a variety of [tools and assets](#) available for use when setting up livestream fundraising. Whether you need stream overlays, web banners, video assets, or the tools to create your own materials, we have you covered! Connect your stream to [StreamLabs](#) or [StreamElements](#) to showcase real-time fundraising updates.





# Case Study: Days of Service

- **Company profile:** Develops computer hardware & software, 2,100 employees at this location
- 8 days of gaming over 2 weeks, each with a different type of play
  - Ex. board games, PC, console, singing & dancing games
- 350+ hours of gaming (1 person / hour)
- 500+ employees engaged at events
- \$6,700+ raised (\$4,700+ onsite and online donations + \$2,000 company bursary)
- Partnerships
  - Local hospital staff shared impact of fundraising
  - Esports training facility provided consoles
- Tournaments to win various internal and external products





## Still Have Questions?

Now is the perfect time to create your company's Extra Life team and start planning how your employees can start supporting their local Children's Miracle Network Hospital today! Need more help or ideas? Check out these tools and resources already at your fingertips:

[Register for Extra Life](#)

[Check out Team Captain Best Practices](#)

[Download our Media & Broadcasting Kit](#)

[Download the Extra Life Mobile Fundraising App](#)

[Integrate with Facebook Fundraising](#)

[Set up Incentives and Milestones](#)

[Join the Extra Life Discord](#)

[Catch up on Extra Life FAQ](#)



Children's  
Miracle Network  
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**Director of Development**

**Children's Hospital & Medical Center Foundation**

*Change kids' health, change the future.  
Thank you for your consideration.*



**extra life**  
Play Often. Heal Kids.