

# WALMART AND SAM'S CLUB 2021 COMPLETE FUNDRAISING GUIDE



## 2020 RECOGNITION RECAP

### Many Thanks to these Amazing Top 10 Fundraising Locations

Walmart 3823   \$12,396	Sam's Club 8146   \$10,702
Walmart 5141   \$11,752	Walmart 598   \$10,650
Walmart 1943   \$11,360	Walmart 4209   \$10,539
Walmart 5361   \$11,239	Sam's Club 6472   \$10,055

### Congratulations to These Tremendous Top Fundraising Locations by Store Type

Walmart Neighborhood Market 3154   \$9,628
Walmart 1671   \$21,017
Sam's Club 6181   \$10,935



## GOAL SETTING

**Example:** Experience tells us that 3 of 10 customers will give at least \$1 if asked. If a store/club has 3,000 customers a day (yours likely has more) and if all cashiers ask every customer every time, that would be:

**3,000 customers X .3 = \$900/day or \$6,300/week or \$25,200 over 4 weeks!**

## 5 WAYS TO ASK

- 1 One simple question** can change kids health and change the future. "Would you like to donate or round up to help kids like Easton served by Children's Hospital & Medical Center?" (Point to signage.)
- 2 Self-checkout** | Ensure the self-checkout hosts have the tools and information they need to encourage donations. "Remember to donate to help local kids served by Children's Hospital & Medical Center after hitting Pay Now."
- 3 Checkout with Me** | Use the time it takes to set up payments to share information about the campaign. "Have you heard about our Help Kids Live Better Campaign to help local kids served by Children's Hospital & Medical Center?"
- 4 Online Grocery Pickup** | Educate all employees to ask every time. "Would you like to donate any extra change to help make miracles possible for local kids served by Children's Hospital & Medical Center?"
- 5 Scan and Go (Sam's Club)** | "Walmart and Sam's Club have supported CMN Hospitals and Children's Hospital & Medical Center since 1987. Would you like to make a difference in the life of a child by giving?"

# TIPS TO LEAD A SUCCESSFUL FUNDRAISING CAMPAIGN

- Remember, success starts with you, our Champion!
- Identify and develop a team of champions who will help you!
- Connect with your CMN Hospitals contact at Children's for support. We are excited to help you!

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- Set a goal and develop a plan. Break down the goal to reach daily and weekly goals and share them in your morning meetings.
- Make sure your cashiers are trained to ask every customer every time to donate. Recognize top performers at store meetings!
- Involve and engage associates, especially at the self-checkout. Recognize them at store meetings!
- Encourage friendly competition toward the goal and offer incentives to top performers. We are hearing stories about associates challenging each other to see who can get 100% of their customers to say "yes" during a shift.



## CHANGE KIDS' HEALTH AND CHANGE THE FUTURE

All funds raised stay local to support important programs, life-saving equipment and vital research to help kids served by Children's Hospital & Medical Center.

Many of the services Children's provides are not reimbursed and no child in need of medical care is ever turned away for an inability to pay.

For hospital fact sheets and other helpful campaign tools, go to [ChildrensOmaha.ChildrensMiracleNetworkHospitals.org](http://ChildrensOmaha.ChildrensMiracleNetworkHospitals.org).

Join "Walmart and Sam's Club Miracle Makers" on Facebook for best practices and tips from Walmart and Sam's Club associates across North America.



## CARE PACKAGES AND SPECIAL INCENTIVES

A care package with fun CMN Hospitals pens and pins will arrive at stores in the next week or so. Alyssa will be in touch soon with delivery details. This year, the top fundraising locations will receive tours of the new Hubbard Center for Children and lunch in the new dining area. These incentives will be awarded to the top three performing Walmart stores, the top three Sam's Clubs and top three Neighborhood Markets whose fundraising supports Children's.



## MEET EASTON

Funds raised through the campaign help kids like Easton DeJong, the 2021 Children's Miracle Network Hospitals Champion for the state of Nebraska.

Easton's "battle scars" are hidden under his clothes, but they tell the dramatic story of his medical journey. He's had more than 30 surgeries and procedures, and today he takes daily medication to keep his kidneys functioning. Easton received a life-saving kidney transplant from his father, as well as additional corrective procedures.

Life isn't easy by any means, but this determined young boy and his parents have overcome challenges they never thought possible.