

Making the Ask

A guide for frontline employees



One simple question can help change kids' health: "Would you like to donate to Children's Miracle Network Hospitals?"

Quick Facts:

- All donations raised go directly to your local Children's Miracle Network Hospital.
- Walmart and Sam's Club have been supporting local children's hospitals for 34 years.
- 1 in 10 children in North America are treated by a Children's Miracle Network Hospital 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

62 **CHILDREN**

ENTER A CHILDREN'S MIRACLE NETWORK HOSPITAL

FOR TREATMENT EVERY MINUTE.

CHILDREN'S MIRACLE NETWORK HOSPITALS PROVIDE

32 **MILLION**

PATIENT VISITS FOR 10 MILLION KIDS EVERY YEAR.



When You Ask

- Ask sincerely and always say “thank you.”
- Look the them in the eye and ASK with confidence.
- Ask with the expectation that they will say “Yes.”
- Utilize the time you are scanning and bagging their items to ask and share how your location is helping kids.



When You Hear ‘Yes’

- Say ‘thank you’ for their generosity. Remind them how every dollar adds up to make a big change.
- Celebrate giving! Give a shout out or ring a bell when you get a donation.
- Cheer on your teammates in their successes.



When You Hear ‘No’

- Some people will opt not to donate. That is OK! Don’t take a no personally.
- By continuing to ask regardless of the response, you are letting your valued customers and members know that Walmart and Sam’s Club cares about kids in the community – which is a good thing!
- Some people may have already visited your location during the campaign and donated before. If they have, thank them for their support and ask if they would like to round up their bill to the nearest dollar to donate their change.

WAYS TO ASK

- Would you like to donate Children’s Miracle Network Hospitals to help local kids?
- Children’s hospitals rely on funding to provide care that’s not covered by insurance. Would you like to donate to help?
- Walmart and Sam’s Club have been a supporter of Children’s Miracle Network Hospitals since 1987. Would you like to change kids health by donating?
- “Would you like to donate to help kids treated at **Children’s Hospital & Medical Center**?”
- “Would you like to make a miracle today by donating to Children’s Miracle Network Hospitals?”
- “Today we are working to raise \$(**insert goal for the day**) for patients at **Children’s Hospital & Medical Center**. Would you help us reach our goal?”
- “Would you like to give your change to help sick and injured kids in our community?”
- We’re putting our (**insert sport**) rivalries aside and supporting Team **Children’s**. Would you join our team with a donation today?
- Help us celebrate miracles this Monday. Would you be interested in making a donation to Children’s Miracle Network Hospitals today?
- It’s Triumph Tuesday. We’re celebrating all of the impact your donations make for **Children’s Hospital & Medical Center**. Would you like to donate help us increase our impact today?
- This Throwback Thursday we’re celebrating the glory days of childhood by raising money for kids at **Children’s Hospital & Medical Center**. Would you like to donate in honor of your favorite childhood memory?

