

Guide to Executing the *Care for Every Child* Campaign

PROVIDE TIPS AND SCRIPTS TO YOUR EMPLOYEES TO MAKE THE ASK

Sample Ways for Employees to Ask Customers to Donate to the Campaign

The following one-liners can be placed at cash registers for employees to reference throughout your campaign:

- “Would you like to buy a Dr. Bear icon to support Children’s National?”
- “Would you like to make a donation to Children’s National?”
- “Would you like to donate and help save kids’ lives?”
- “Would you like to make a difference for a child today?”
- “Would you like to be a part of our *Care for Every Child* campaign? We’re raising money for kids at Children’s National, and every dollar makes a difference!”
- “Our store is raising money to help local kids at Children’s National! Would you like to help us reach our goal by giving a donation?”

Sample Script for Your Employees: Making the Ask

Employee: Welcome to [COMPANY]! Did you find everything you were looking for today?

Customer: Yes, thank you.

Employee: Okay. Your total is \$42.25. Would you also like to make a donation to support Children’s National?

Customer: What do they use the money for?

Employee: This money goes towards making sure that every child in our community receives the best medical care possible regardless of the family’s ability to pay.

Customer: Okay. I will give \$5.

Employee: Great! Thank you so much for helping us help local kids.

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Sample Script – Customer Does Not Donate

It's perfectly fine when the customer does not make a donation. You are sharing the great efforts of your company's community involvement and giving the customer an opportunity to do something good!

Employee: Welcome to [COMPANY]! Did you find everything you were looking for today?

Customer: Yes, thank you.

Employee: Okay. Your total is \$35.75. Would you like to make a donation to support Children's National?

Customer: No, thank you.

Employee: Okay, thanks for shopping at [COMPANY]!

How to Make it FUN for Your Employees to Participate

- Make a big deal every time a customer donates! It will make them feel appreciated and call attention to your fundraising campaign. You can:
 - Give cashiers a cowbell and have them ring it when they receive a donation. Have cashiers cheer for each donation.
- If you have a microphone/intercom at each register, have cashiers make an announcement to the store for each donation. For example, "My customer at register five just donated to Children's National! Woohoo!"
- Create a competition between employees. For example, create a crazy hat that one cashier, server, or sales associate has to wear until they collect \$100 in donations. When they get to \$100, they get to choose which cashier has to wear it next.
- Incentivize employees to ask every customer. You can:
 - Have a coupon or small product that customers can receive for free if their cashier or server forgets to ask. Be sure to have that coupon/product on display at each register with a sign for the customers.
 - Tell customers that their cashier or server will have to do something silly if they forget to ask, such as doing three jumping jacks or singing the ABCs.
 - Reward employees with free vacation days or gift certificates for participation.