

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 – Children's Specialized Hospital.



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 know that your company 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!

WAYS TO ASK

- Would you like to donate Children’s Miracle Network Hospitals to help local kids?
- “Would you like to donate to help kids treated at Children’s Specialized Hospital?”
- “Would you like to make a miracle today by donating to Children’s Specialized Hospital?”
- “Today we are working to raise \$(insert goal for the day) for patients at Children’s Specialized Hospital. Would you help us reach our goal?”
- “Would you like to give your change to help sick and injured kids in our community?”
- Help us celebrate miracles this Monday. Would you be interested in making a donation to Children’s Miracle Network Hospitals today?

