

## Overview (for main landing page)

At Walmart, we are committed to making miracles happen for children in need. **We have worked with Children's Miracle Network Hospitals (CMNH) since 1987 to help** more than 170 children's hospitals across North America provide the best care possible for millions of children every year. We are excited to announce that CMNH reports we have raised more than \$1 billion for these hospitals. Thank you for all you have done so far and keep up the good work. Let's continue to do our part to help make miracles happen for children in need!



## Annual Fundraising Campaign

During the annual CMNH fundraising campaign, our associates raise funds to provide financial support for the miracles that happen at all Children's Miracle Network Hospitals. Our 2019 goal is to raise \$30 million during our four-week campaign (June 10<sup>th</sup> – July 7<sup>th</sup>).

- **2019 CMNH Toolkit**

## 1. Timeline

Timeline	
May 15	Select your CMNH champion.
June 3	Signing kit arrives.
June 3 - 10	Communicate your fundraising goal to all associates.
June 10	<b>Set CMNH signage.</b>
June 10	Fundraising at the register begins.
July 7	Fundraising at the register ends.
July 8	Remove all register signs.
Sept. 2019	Top fundraising stores announced in Walmart World.
April 2020	Top fundraising regions recognized at CMNH event.

## 2. Select Your CMNH Champion

Use the CMNH campaign as a leadership opportunity for your CMNH champion. Select an associate who is not only passionate about helping local children receive the care they need but is also someone who can lead and influence.

### **Champion responsibilities:**

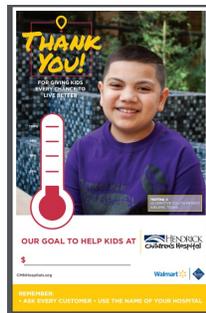
- Encourage and lead fundraising during the CMNH campaign, especially through the register, Check Out With Me, Scan and Go, Online Grocery and SCO.
- Use the “Put the ‘fun’ in fundraising” section to find fun and approved ways to promote the campaign at your store. This is also a great time to challenge associates to share a smile with customers. The CMNH campaign is for a great cause, and our associates can be proud to be a significant part of the campaign while continuing to provide the friendly service our customers have grown accustomed to.
- Make sure the [fundraising guidelines](#) are followed at your store and signage is displayed and removed as shown in the signing letter.
- **Celebrate** with your associates when your team reaches fundraising milestones. Make sure to work with and get approval from your store manager before celebrations.

### 3. Know Your Goal

- **Our 2019 goal is to raise \$30 million** during our four-week campaign.
- Use the [CMNH goal look-up tool](#) to find your store's aspirational fundraising goal or set a goal that is an increase over your store's fundraising last year.
- Use the [Store Giving Dashboard](#) to see how much money your store has raised this year, in addition to historical fundraising numbers.
- **Incentive Challenge:** Associates from top fundraising regions will be selected to participate in CMN Week in Orlando, Florida, in spring 2020; facilities will be chosen based on index to goal and HR approval. In addition, store managers may recognize top fundraising associates each week of the campaign.

#### 4. Communicate the Message

- **Drive “the ask” at the register.**
  - Did you know that **most of the funds we raise for CMNH come through the register**? You can help by encouraging your cashiers to ask every customer if they would like to donate to their local Children’s Miracle Network Hospital. (Use your hospital’s name when you ask.)
  - Cashiers may use the monitor card for guidance in speaking to customers about the campaign.
- **Help associates understand why the campaign is important.**
  - Share local hospital information with your fellow associates in daily meetings.
  - Contact your local CMNH representative to speak at your daily meetings, share your [local Miracle Child’s story](#) in daily meetings or have local CMNH Miracle Child visit the store.
- **Communicate your store’s fundraising goal.**
  - Share your goal with your associates by filling in your store’s dollar amount on the goal chart, and hang the goal chart in your backroom.



- Talk about the campaign, your goal and incentive challenges during daily meetings using the campaign talking points.
- Work with your store manager to celebrate every time your store reaches a fundraising milestone.
- **Raise customer awareness and engagement.**
  - Hospitals may bring lapel pins, buttons, diaper pins or premie diapers for associates to help bring awareness to the cause.

- Cashiers may wear collateral to promote the campaign, such as Band-Aids with the hospital's name or a patient's name sharing the reason they are so passionate about raising money for CMNH.
- Use the store's social media to create excitement for the campaign. See the "In-Store Execution" section below for more details
- Cashiers may ask the customer if they would like to donate a small amount, such as a quarter, especially in the later weeks of the campaign (use the "other amount" barcode to enter any amount other than \$1, \$2 or \$5).

## 5. In-Store Execution

### • Register fundraising

- All CMNH register fundraising is limited to the company's annual campaign, which runs June 10 through July 7.
- Display a register sign at each manned register promoting the opportunity for customers to donate during checkout. No signage is necessary for self-checkouts; register screen prompts on self-checkout registers will ask the customer for donations.



- The CMNH register prompt will be activated by 1 a.m. on June 10, when the registers restart.
  - If a cashier performs an 18 action code or the registers restart before 12 a.m. (midnight) on June 10, the CMNH register prompt will not appear. If this occurs, contact **Technical Support at 700-705-4357 for direction.**
  - After totaling a customer's transaction, the register will prompt the cashier to ask the customer if they would like to make a donation to CMN Hospitals.
  - Ask the customer if they would like to make a donation.
- If a customer would like to make a donation, cashiers should use the appropriate barcode to "ring-up" the donation.
  - The monitor cards with barcodes are in the signing kit you received. Place one at each register. Additional monitor cards can be printed as needed.



- No additional barcodes can be used to collect donations.
    - The register barcodes will be deactivated after July 7. These barcodes were created for use only during the campaign timeframe.
  - Donations must be made through the register, this includes manned registers, at Self-Check Out, Check Out With Me, and Grocery Pick Up. **Cashiers must not accept cash that is not donated through a register transaction.**
  - All funds raised at the register are tracked in the 3305 account. This account is only to be used for CMNH funds raised at the register. **No other charitable fundraising proceeds or expenses may be posted to this account.**
  - All other funds (non-register funds) raised for CMNH must be deposited in your 165 account. **The 165 account is only for CMNH use. No other charitable fundraising proceeds or expenses may be posted to this account.**
    - No checks outside of register transactions can be accepted for CMNH.
    - If a check is mistakenly accepted, the check must be sent to your local CMN Hospital.
- **Reporting Funds Procedures**
  - Only funds raised from June 10 – July 7 will count toward the store’s campaign total. This includes the funds raised at the registers and net proceeds raised through any other fundraising activities. This is to ensure fairness in determining the winners of the CMNH incentive challenge.
  - **Walmart 3305 account:**
    - All funds raised through the registers are automatically deposited in the store’s 3305 account.
    - The 3305 account is only active during the annual campaign. All funds in the account are sent to CMNH by the Home Office. **Stores must not remove funds from the 3305 account. Violations will be reported to senior management and the Ethics office.**
  - **Walmart 165 account:**
    - The 165 account is used to deposit funds raised by your store through fundraisers (not register fundraising).
    - For funds to count toward the incentive challenge, they must be deposited during the campaign dates, June 10 – July 7.
    - Funds raised outside of the campaign dates must be deposited into your 165 account at the time of the fundraiser. **Do not hold funds from prior fundraisers to be deposited during the campaign.**

- **Post all expenses for campaign fundraisers during the same month** that you deposit the funds raised.
  - If you deposit funds raised during a different month than you post your expenses, you'll end up with a negative balance in your 165 account. **Negative (debit) balances in the 165 account will be charged back to the store** where the fundraising expenses were incurred.
  - **Expenses for associate celebrations may NOT be posted to your 165 account.** These should be posted to your individual store's associate relations account (account #973).
  
- **Signing**
  - Signing kits are being distributed to all stores. Each store will receive a branded kit that corresponds with your local CMN Hospital. **The kit will arrive in the June mailbag. It will be addressed to the store manager.**
  - The Walmart store version will contain:
    - One signing letter
    - One goal poster
    - Register signs
    - A monitor card with barcodes for associate-operated registers
  - Hospitals may bring or send a localized campaign standee of the local champion child, which your store can display at the entrance to the store.
  - Self-checkout registers will have a register prompt for all transactions. **No additional CMNH signage or barcodes should be placed at the self-checkout registers.**
  
- **Social Media**
  - Store management should **feel free to use social channels to raise awareness and create excitement for the campaign.**
  - Use the hashtag #helpkidslivebetter in your posts to help bring awareness to the campaign.
  - Store managers can post event information, your local CMNH Champion's story and photos showing your store's support of the CMNH campaign on the local Facebook page.
  - See below for some examples from previous year's campaign that showcase what a good Facebook post can look like.



- All associates who appear in photos on local store Facebook pages must sign a [photo release form](#) giving permission to have their likeness and/or name posted on the Facebook page.
- Management must retain the form at store level for one year.
- Store management may not re-post the photo after the one-year talent release expiration date.
- **Campaign results by store**
  - During the campaign, stores can use the [CMNH Report on the Giving Dashboard](#) to check their progress toward their fundraising goal.
  - The entries to your 165 account and 3305 accounts will be displayed as the total fundraising amount, along with the goal for your location. Due to system limitations, these numbers are updated nightly, with a two-day delay. Totals for store, market, region, division and BU levels for both the 165 account and 3305 accounts are available in this reporting tool. Additional reports show the top and bottom stores in each division, market and subdivision.
  - This reporting tool displays preliminary numbers. **Certain transactions, such as manual entries by your store's cash office or accounting associates, may not be captured in the CMNH reporting tool.** Final results are subject to change
  - **Please wait until the campaign has ended to raise any questions on variances in the reporting tool.**
  - *Note: Walmart Inc. has no obligation to ensure that CMNH recipients receive any amounts that are inaccurate due to technical issues or inaccuracies in reporting.*

## 6. Put the “Fun” in Fundraising

*“Celebrate your success and find humor in your failures. Don’t take yourself so seriously. Loosen up and everyone around you will loosen up. Have fun and always show enthusiasm. When all else fails, put on a costume and sing a silly song.” – Sam Walton*

- **ASK – Associates Saving Kids**
  - If every associate asks every customer every time and becomes involved in the fundraising – you will do AMAZING things for kids at you CMNH Hospital. YOU will be **Associates Saving Kids**.
  - Encourage self-checkout host to give out stickers or ring a bell when customers donate.
- **Raise Awareness of the reach of the local hospital in your community**
  - Work with the local hospitals to host Miracle Kid Visits by families
  - Join CMNH Hospitals, Walmart and Sam’s Club Miracle Makers on Facebook to post your progress during the campaign.
- **Success in 4 weeks!**
  - Make EVERY DAY count – be prepared to hit the ground running.
  - Break you goal down (\$X per day/per week) and challenge each other and other stores.
  - ASK, every day and share your store’s progress every day and celebrate your associates success.
  - Create fun competitions within your store for fellow associates to get excited about the campaign.
  - Share miracle stories within your store to help associates and customers realize the impact the campaign is having in your community.
- **“For the Kids” Fridays**
  - Every Friday during the campaign, each store may coordinate a fundraiser event.
  - The fundraiser should be fun and engaging and bring awareness to the CMNH campaign.
  - Stores can choose to do any of the below events or create an event of their own.
  - Expenses for these fundraising activities can be charged to the 165 account. However, **please be sure to keep these costs to a minimum**. Make sure all fundraising events are within the guidelines provided in Section 7: Fundraising Guidelines.
    1. **Crazy Hat Donation Contest:** For associates who want to participate, create a crazy hat and assign it to a cashier on the Frontend. The cashier should wear the hat until he/she has collected \$5 in CMNH

register donations. Once the goal has been reached, he/she gets to choose who wears the hat next from those associates who are participating. Pass the hat to different associates throughout the day. Once the goal has been reached, the hat is passed to another associate who has volunteered to participate.

2. **Funny prop contest:** For associates who want to participate, assign an associate to wear a funny prop such as arm floaties for swimming until they raise \$5. Once they reach their goal, they are able to choose who wears the floaties next. Associate participation is completely voluntary.
  3. **Get Well Card:** Create a get well card made out of poster board. Place in the personnel office or another accessible area in the backroom for a day, allowing associates to sign it for children at the local CMN Hospital. Donations may be accepted but are not required to sign the card.
  4. **Manager Contest:** Each manager may set a goal for the amount they think their store will fundraise that Friday. The manager can use this to challenge other managers within the market, and the manager whose store raises the most donations in that day will be given a mutually agreed upon task to complete for a later day. The task should be fun and simple such as doing the hula at the front of the store or wearing arm floaties, a crazy hat, etc.
- Additional fundraising events can be planned for other days of the week as well. Other activities besides the ones mentioned above can be planned as long as the activity follows all company [fundraising guidelines](#). Have fun with this year's campaign!

## 7. Fundraising Guidelines

- **Guidelines for Additional Fundraising Events**

1- In addition to raising funds at the registers, associates may plan extra fundraising activities. However, all fundraisers must follow the requirements in Walmart policies, procedures and guidelines. **Associates are the only ones allowed to raise funds inside our facilities. Review the policies and guidelines listed below with associates participating in the planning and execution of fundraising events.**

2- **Steps for approving CMNH fundraisers:**

1. Confirm that it follows all guidelines.
  - Use the [Store Event Toolkit](#) to help plan events. The [Non-profit Fundraising Guidelines](#) include guidance on:
    - Parking lot events
    - Store events: examples of approved and unapproved activities
    - Nonprofit fundraising
    - Safety and crowd management
  - Review the [Associate Pay Policy](#) (Other paid activities) for compensation guidance about associate participation in fundraising activities. Refer any questions about this to your HR manager.
  - [Solicitation and Distribution of Literature](#)
  - [Statement of Ethics](#)
  - [Time Off Policy](#) - Volunteerism and Charitable Contributions
  - Stores holding fundraisers requiring participants to register for an event, such as a basketball or golf tournaments, must have the participants complete the [Event Release and Waiver](#) before participating. The form must be kept on file at the store level for three years.
  - Stores holding tournaments or events requiring registration must obtain legal review of their proposed events prior to any announcement of the event.
2. Get store manager approval
3. Get market manager approval
4. Fundraisers with anticipated expenses greater than \$250 must be approved by your local CMN Hospital representative, store manager and market manager.

- **When planning an event, always consider the return on investment (ROI).** Does the monetary expense and time associates will spend to plan and execute the fundraiser event outweigh the amount expected to be raised? Do you expect to raise at least five times what you are spending to host the fundraiser?
  - Expenses will be monitored by the Home Office and reported to appropriate management teams after the campaign.
  - Estimate the cost of having the event to the amount from the amount expected to be raised. If you do not raise funds more than 5 times the cost of the event (20% ratio of expenses to fund raised), the additional expenses could be charged back to your store's P&L.
  
- **Supplier Participation Guidelines**
  - **Suppliers cannot be asked to donate to CMNH on behalf of Walmart.**
  - Event participation:
    - Any contribution a supplier would like to make (money or in-kind [product]) to a charity must be given directly to the charity (CMNH) from the supplier.
    - Associates may not request for suppliers to give merchandise or money to Walmart to be contributed to a charity or fundraiser.
    - Suppliers may not send merchandise or money to Walmart to be contributed to a charity or fundraiser.
    - **Sales promotions with Walmart tie-ins are prohibited.**
    - Associates and their immediate family members may not solicit supplier participation in events, supplier support of charities or merchandise contributions on behalf of charitable organizations or events.
    - This includes using Walmart letterhead while communicating to suppliers about a charitable event.
  - Tournament participation:
    - If a supplier pays an entry fee to be in a tournament/event, that money can be directed to Walmart to be deposited in the 165 account. Money collected for entry fee purposes can be counted in your store fundraising totals.
    - If a supplier chooses to play in the tournament and associates are also playing, there may be no supplier/associate team pairings.

- Suppliers may not donate gifts or gift cards for fundraisers.
  - If a supplier wants to donate an item to be used in a tournament, Walmart must pay for the cost (whether it's a gift for the participants or refreshments).
  - If it is an item that Walmart doesn't sell, you must pay the supplier the fair market value of the item.
  
- **Volunteerism Always Pays (VAP) and Event VAP**
  - CMNH fundraising efforts are eligible for VAP as long as they are **off the clock** and follow all of the [current guidelines](#). Don't forget that associates who are volunteering with a local children's hospital also qualify.
  - VAP grants go directly to the organization (hospital), and they are kept separate from the funds your store raises to meet your campaign fundraising goal.
  - **VAP grants do not count toward your fundraising goal and will not be credited to your 165 account.**

## 8. Additional Resources

- [Associate Pay Policy](#)
- [CMNH Talking Points](#)
- [Nonprofit Fundraising Guidelines](#)
- [Photo Release Form](#)
- [Solicitation and Distribution of Literature](#)
- [Statement of Ethics](#)
- [Store Event Toolkit](#)
- [Time Off Policy](#)
- [VAP Guidelines](#)
- Technical support (formerly known as Field Support): 700-705-4357
- If your store did not receive a signing kit or if you need additional signing, there will be one generic signing kit available; to order, email Kristie Ussery at [kristie.ussery@walmart.com](mailto:kristie.ussery@walmart.com)

<b>New Item #</b>	<b>Description #1 (57 char)</b>
564613665	D88 2019 CMNH Campaign PR
564613667	D88 2019 CMNH Campaign Generic

- Associate Call Center: 800-530-9925
- Labor Relations Hotline: 877-54-LABOR (5-2267)