

Contactless Fundraising Activities

a guide for hospitals



Many of our corporate partners find fundraising success in grassroots activities beyond the register. For example, in 2019 more than \$10 million was raised by Walmart outside of the traditional ask at point-of-sale. Many of these activities include potluck lunches, ice cream sales, crazy hat contests, 'Pie A Manager' and more unique and FUN ideas.

Today's practices of physical distancing are changing the traditional ways our partners host these fundraising events and activities. The impacts COVID-19 has had on society has also changed the ways in which customers shop and interact with grocery stores, retail shops, c-stores and more. This guide includes new ways to continue these fundraising opportunities despite these challenges.

Adjust to new customer trends:

- **Fast Pass:** if stores are limited the number of shoppers inside at a time and asking customers to wait in line outside, offer a 'fast pass' inspired line or for customers to jump to the front when they donate.
- **Red Carpet Service:** while customers wait in line or for their product pick-up to be ready, employees can offer them a cold beverage, to wash their windows, pump their gas or disinfect their cart for a donation.
- **Premiere Shopping Hours:** as customers are looking for the optimal time to visit the store, offer exclusive, low-impact shopping hours early in the morning or late in the evening for customers who donate.
- **Special Delivery:** promote the opportunity for a surprise 'delivery' of a customer's order while they are waiting. For a donation, the customer will receive their order with a bonus like a give-away or coupon. Have the employee dress up in a costume like a tuxedo or dinosaur costume to deliver some laughs to the customer who's purchased the 'special delivery'. Other customers will see the commotion and want to get in on the activity by donating.



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Virtual Challenges:

- **TikTok Challenge:** Develop a social media dance challenge or scavenger hunt that employees can have fun with. Incorporate a donation component.
- **Community-driven Fundraising:** Encourage employees to create or join a peer-to-peer, virtual fundraising event centered around a similar theme or wellness challenge. The activities should be done while complying to physical distancing practices – relying on the internet to find connection:
 - Walk/Run
 - Workout or Wellness Activity
 - TV or Movie Watch Parties
 - Cooking or Baking Challenges

Employee Inspired:

- **Donate to Learn:** Many employees have transferrable skills like a second language, hobby, technology, arts, personal budgeting, gardening or travel tips. Encourage employees to share their expertise with teammates in return for a donation. It's a win-win!
- **DIY Skills:** Encourage those employees with hobbies or skills – sewing, baking, crafts, home décor – to offer homemade products to fellow teammates in return for a donation.



In-Store Activities:

- **Wishing Wells:** Create a place for customers to drop their cash and spare change into – using a bucket, umbrella, small kiddie pool, etc.
- **Store Displays Contest:** Encourage employees to create a product or end cap display, raising awareness for the campaign or highlighting a key product. Create a challenge between stores or markets, asking for employees and customers to 'vote' for the best display by making donations.
- **Show Your Spirit:** Employees can donate and in return get to wear their favorite sports team jersey, their CMN Hospitals spirit-wear, favorite color or holiday-inspired attire (like 4th of July).
- **Department Challenges:** create some physically distant moral and team-building within stores and across markets or regions with fun games and challenges:
 - Dance Contests- Show off your moves for an all-in dance off this could be a challenge on Instagram or YouTube against your fellow associates or within your own location. Have a series of a buy in with all donations going to your local hospital with fun prizes to win.
 - Pillow Instagram Photo Challenge/Rap Challenges/Try Not to Laugh Challenge/Water Bottle Flip Challenge- There are countless fun challenges trending everyday have fun with fundraising by including your associates in one for a donation.
 - Relay Race – Fundraising should be fun and include everyone in the store, invite departments to join in a relay race and hand off fundraising from one department to the next to feel like a team together in fundraising.

Online Fundraisers:

- Create an online fundraiser for your team at [CMNHospitals.org/create-campaign](https://www.cmnhospitals.org/create-campaign) for easy sharing with team members and their family and friends.
- **DonorDrive Participant Event:** Employees can create a personal fundraising page through a DonorDrive event related to the campaign.

****Please note all ideas are subject to partner store or manager approval.**