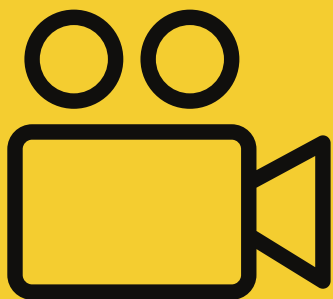


VIRTUAL ENGAGEMENT BEST PRACTICES

"Minimal contact" can still lead to BIG miracles! Use the best practices below to share virtual love and inspiration with your associates, customers, clients and volunteers. You can find all the resources below and much more at cmnhershey.com/CampaignCentral.



Share videos with your team that feature Miracle Kids, Dollars at Work examples, updates from Penn State Children's Hospital and more to drive home the local impact of fundraising efforts.

Learn about Miracle Kids - they're grateful for YOU! If you find a story on CMN Hershey's media library that speaks to you, review it during a huddle or print and post in your employee break room or near the time clock, share via email, etc.



Share good vibes with adorable handmade art from local Miracle Kids! Print and use as a thank you card for your team members with some candy, post a picture on each team member's locker or at each register.

Put the spotlight on awesome associates! Recognize and reward members of your team with certificates featuring Miracle Kids, pins, stickers and small prizes like gift cards or extra breaks.



Your followers will LOVE seeing your passion for helping kids on your social media channels. Whether you're highlighting an employee for outstanding fundraising or raising donations with a TikTok dance, be sure to share the fun and inspiration with your customer base.