

# Host a Round Up

## for Children's Hospital at Dartmouth-Hitchcock



*Because there is strength in numbers.*

### It all adds up.

When you partner with Children's Hospital at Dartmouth-Hitchcock (CHaD) you are also partnering with your customers to support children's health at the local level. By encouraging your customers to round up their purchase or make a donation at the register, you invite them to use their spare change to make a big difference.

As New Hampshire's only children's hospital, the Children's Hospital at Dartmouth-Hitchcock (CHaD) provides an extended system of care that offers advanced pediatric services. CHaD is committed to providing compassionate care, family resources and advocacy for children and their families throughout New Hampshire and Vermont. Our mission is to provide each child the best care, in the right place, at the right time, every time.

### Round Up to Finish Strong

Host a Round Up campaign in November or December and we can offer extra support for helping us finish 2021 strong, including:

- Listing on our Hearts in Action website
- Register signage templates
- Inclusion in our Social Media Round Up list (14K followers)
- Donation Box
- CHaD pins for your staff (while supplies last)
- Inclusion in CHaD employee email

**Ready to Round Up?**  
[www.chadheartsinaction.org](http://www.chadheartsinaction.org)



## Tips for a successful Round Up campaign.

**Set a Goal.** A goal creates a measure of success and sense of accomplishment.

**Offer a Match.** Matches motivate and offer true partnership with your customers. With a business contribution, you can reach your goal together.

**Engage your Employees.** Let them know why you have chosen to support CHaD and share information about the difference donations make for kids (*see information on the following page*). Encourage them to mention the campaign to your customers.

**Promote Widely.** Let your customers know that you are committed to children's health by posting flyers throughout your business, sharing on your website, mentioning in newsletters and promoting on your social media channels. We have templates and graphics that can help get you started.

**Use a Donation Box.** We can provide you with a donation box that will show your support, serve as a visual cue, and add to your total fundraising.



## Woodstock Farmers' Market: A heroic example.

Plenty of veggies make you stronger, and the Woodstock Farmers' Market in Woodstock, Vermont has set out to prove it. For four years, their annual "Harvest for Heroes" round-up campaign has helped strengthen programming at Children's Hospital at Dartmouth-Hitchcock, by raising a total of \$29,283.

In 2018, Woodstock Farmers' Market launched their first Harvest for Heroes round-up campaign with a goal of raising \$5,000 including a \$1,000 company match. During the month of September, shoppers were able round up their purchases to the nearest dollar or make a donation in any amount they wanted to at the register. Cashiers asked each customer at checkout if they would like to round up their purchase, there was a jar at the register to collect donations, and there was signage about the program on display throughout the store. They also included information about the Harvest for Heroes campaign on their website, their Facebook page, and in their customer e-newsletter, linking with a CHaD fundraising page. Ultimately, the fruits of their efforts totaled \$9,809 in its first year! In the years that followed, they added a "Super Hero sandwich" in their café and a Harvest for Heroes t-shirt, with a portion of sales going to their campaign for CHaD.

Thank you WFM, for being a hero for CHaD kids!



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# CHaD at a Glance



## Philanthropy matters.

Each year, CHaD depends on community generosity to help fund important programs, many of which are not billed for and are not eligible for insurance reimbursement.

## Your Round Up campaign directly supports:

- Child Life Services
- CHaD's Family Resource Center
- CHaD's Injury Prevention program
- Care for suspected victims of abuse
- Specialty and complex care support
- Advocacy initiatives on behalf of kids

[www.chadkids.org](http://www.chadkids.org)

Small donations  
make big things  
happen.

