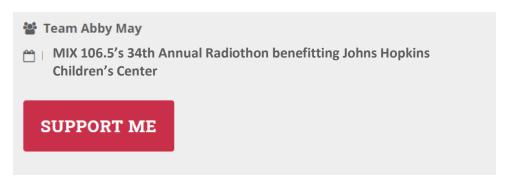


HOW TO REACH OUT TO YOUR NETWORK TO SUPPORT RADIOTHON

This year, more than ever, we are counting on our community to help us raise funds for the patients and families at Johns Hopkins Children's Center. During Radiothon, join our network of amazing virtual volunteers and call/text your friends and family and ask them to support you in your goal of raising funds for Hopkins Children's. Follow the scripts below to get started!

PHONE SCRIPT

- 1. Hey, ! I'm participating in the 35th Annual MIX 106.5 Radiothon benefiting Johns Hopkins Children's Center as a volunteer. We are fundraising for Hopkins Children's and 100% of your donation stays in Maryland helping miracles happen for local kids.
- 2. Would you like to help me reach my goal with a donation?
- 3. Amazing! Would you like me to help you make your gift now by credit card? Or would you like me to send you a secure link to my personal fundraising page?
 - If you will be personally entering credit card information, go to your fundraising page. MAKE SURE YOU ARE LOGGED OUT. Click SUPPORT ME and continue with Step 4.



• If sending a link for them to directly make a credit card gift, direct them to your team's online giving page or www.hopkinskids.org and continue to Step 6.

4.	Thank yo	ou!! Would you like to <mark>become a</mark>	Miracle Maker for \$20	<mark>) a month</mark> or make a o	ne-		
	time donation?						
	If MONTHLY:						
 Click on the MONTHLY button 							
	0	Select OTHER and enter					
		\$20					
	0	In the REPEAT	One-Time	Monthly			
		DONATION FOR fold					

- DONATION FOR field, enter 12
- Enter FIRST and LAST NAME
- Click NEXT

• If ONE-TIME:

- Ask "how much would you like to donate today?"
- Click on the ONE-TIME button
- Click dollar amount or select OTHER and enter amount
- Enter FIRST and LAST NAME
- Click NEXT

One-Time		Monthly							
Donation Amount per Month*									
\$25	\$5	50	\$100						
OTHER									
\$ 20									
Repeat Donation for*									
12			months						
Show my name as (Optional)									
Enter First and Last Name									
Donation Options									
☐ Make donati	on anony	mous							
Add a message (this is public)									
Yes! I'd like to cover processing costs. (\$1.40 per month)									
⊞ NEXT									

5. Let me make sure I have your BILLING INFORMATION correct!

- Ask them to spell it out if necessary
- Enter email address
- Enter billing address
- Enter phone number
- Enter credit card information
- Click PAY
- 6. Thank you for supporting me in raising funds for the 35th Annual MIX 106.5 Radiothon benefiting Johns Hopkins Children's Center! A receipt will be emailed to you with your donation information. I hope you will tune in to listen and hear how your gift will make a difference.

Billing Information* Email Address Street Zip/Postal Code City [State/Province...] United States Phone Credit Card* Card Number First Name Last Name CVV MM PAY \$25.00

Supporting Cynthia Palacz

VOICEMAIL

Hello, I am volunteering for the 35th Annual MIX 106.5 Radiothon benefiting Johns Hopkins Children's Center. It would mean the world to me if you could help me reach my fundraising goal for the kids! The Radiothon is airing on MIX 106.5 on Thursday and Friday until 7pm. Give me a call back if you are interested in donating or call 410.823.1065 to make your donation. I will shoot you a text checking in as well. I hope you will tune in to MIX 106.5, to hear families share their inspiring stories. I look forward to hearing from you and thank you again for making miracles happen for Maryland's hospitalized kids.

TEXT MESSAGE

Hey, _____! I'm volunteering for the Hopkins Kids Radiothon. Please help me reach my goal? Donate online to my fundraising page at **PASTE LINK** or call **410.823.1065. And tune in to** MIX 106.5 on Thursday and Friday until 7pm. Thank you!

DONATION REQUEST EMAIL TEMPLATE

Subject: Help me support the kids at Johns Hopkins Children's Center!

Dear/Hi/Hello INSERT NAME,

Despite the unpredictability of the past couple of years, Johns Hopkins Children's Center (JHCC) has remained committed to providing the best possible care for patients and their families.

Now, more than ever, they need our help to continue changing kids' health, allowing them to not only save lives, but to save lifetimes. If you have a personal connection to JHCC, consider adding a sentence or two here about what JHCC specifically means to you.

I have committed to raise funds for the Children's Center through the 35th Annual MIX 106.5 Radiothon on Feb. 29-March I. I am raising funds for because **INSERT PERSONAL REASON**. I have set a personal fundraising goal of **INSERT \$ GOAL**, because **INSERT PERSONAL REASON**.

Would you consider making a donation? Donating online is safe and easy on my personal fundraising page: **PASTE LINK**.

I would appreciate any support you could give me for this worthwhile cause. All contributions will benefit Johns Hopkins Children's Center, my local Children's Miracle Network Hospital. Any contribution will help, and all donations are tax-deductible.

Thank you for putting kids first,

YOUR NAME

RECRUITMENT REQUEST EMAIL TEMPLATE

Subject: Join me for the kids!

Dear/Hi/Hello INSERT NAME,

Despite the unpredictability of the past couple of years, Johns Hopkins Children's Center (JHCC) has remained committed to providing the best possible care for patients and their families. Now, more than ever, they need our help to continue changing kids' health, allowing them to not only save lives, but to save lifetimes. If you have a personal connection to JHCC, consider adding a sentence or two here about what JHCC specifically means to you.

I have joined/created **INSERT TEAM NAME** to raise funds for the Children's Center through the 35th Annual MIX 106.5 Radiothon on Feb. 29 – March I and would love for you to join me this year. To join my team, select **INSERT TEAM NAME**. I hope you'll join me!

Thank you for putting kids first,

YOUR NAME

PS—if you can't join my team, you can still support me by making a donation **PASTE LINK**. Every dollar helps!