



## Yes! I want to join CHKD in May

Business: \_\_\_\_\_

Point of Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Title: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

I will participate in Mental Health Awareness Month in May through the following activities:

***Please note, you may select more than one.***

### **Point of Sale/Icon Fundraising**

Invite customers to support CHKD by purchasing an icon at the register. You set the donation amount (\$1, \$5 and \$10 are most common) based on your philanthropic goals and business objectives. Icons are hung in store to demonstrate your business's commitment to mental health at CHKD.

### **Portion of Sales Donation**

Donate a percentage of sales to support CHKD's mental health program during the Campaign. This program is great for retail and restaurant partners, whether it is a new store opening, an existing in-store event or a special CHKD event.

### **Cause Marketing Campaign**

Consider donating a portion of sales from a specific product, item or service during the month of May to support CHKD. A cause-marketing promotion is a great way to tie in a social cause to a product launch or highlight a specific item or service. This includes the use of the CHKD logo on packaged goods during the month of May.

### **Social Media Campaign**

Encourage customers to "like" your business's social media page and make a donation for each new follower.

### **Sponsorship**

Become a campaign sponsor with a donation towards our mental health program.

### **Create my own fundraising program/event/page**

The CHKD team can work with you to develop a fundraising program that meets your company's marketing needs and provides meaningful engagement for employees and customers. Visit [www.TeamCHKD.org/LightTheWay](http://www.TeamCHKD.org/LightTheWay) to start your page today.