

# RETAIL CAUSE MARKETING

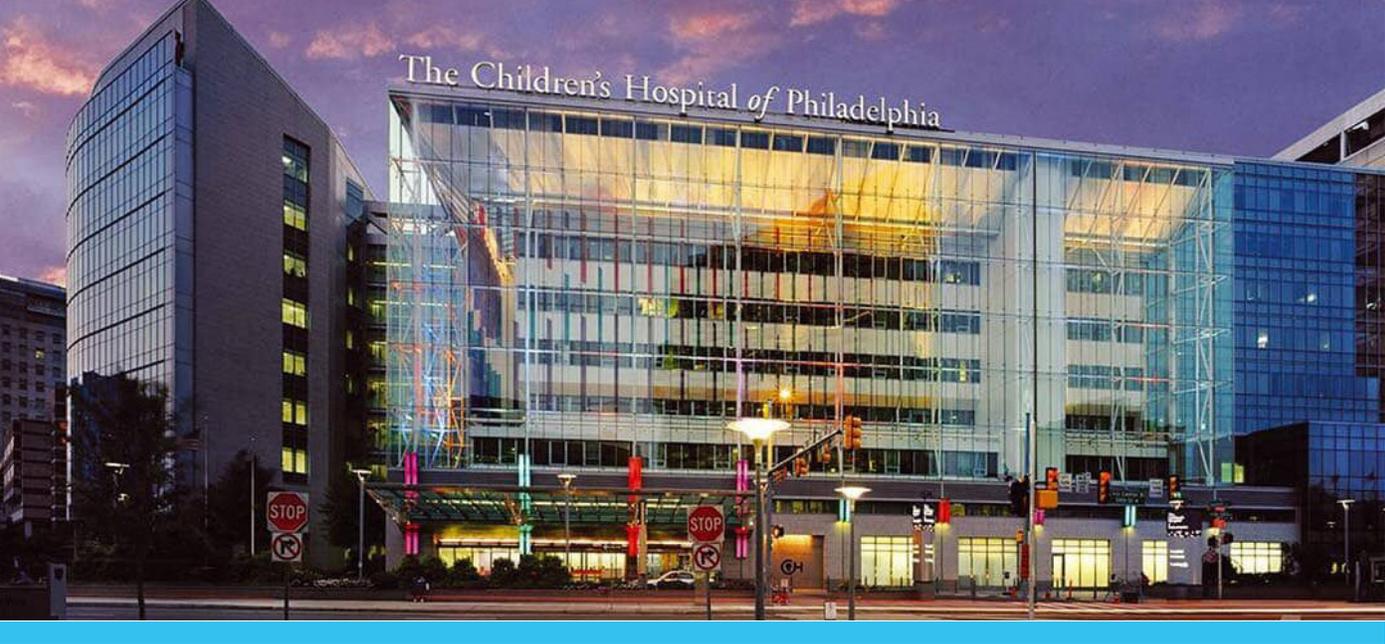


## WHY CHOP?

Children's Hospital of Philadelphia (CHOP) offers unique opportunities for companies to align their brands with a world leader in pediatric care.

- CHOP has the largest pediatric healthcare network in the nation with 50+ locations and more than 1 million patient visits annually.
- Patients come to CHOP from all 50 states and more than 120 countries.
- CHOP is renowned for countless breakthroughs that have set a new standard for scientific innovation around the world.
- CHOP has outstanding brand recognition: 98% of parents and caregivers in CHOP's primary service area were aware of CHOP in 2022.





# ABOUT CHOP

Children's Hospital of Philadelphia (CHOP) is the nation's first hospital devoted exclusively to the care of children. Since our start in 1855, CHOP has been the birthplace for countless breakthroughs and dramatic firsts in pediatric medicine. Built on a foundation of delivering safe, high-quality and family-centered care, the hospital has fostered medical discoveries and innovations that have improved pediatric healthcare and saved countless children's lives.

CHOP's pediatric health network provides Primary, Specialty and Urgent Care at 50+ locations in southeastern Pennsylvania and New Jersey, as well as inpatient care at its two full-service pediatric hospitals in Philadelphia and King of Prussia. CHOP has repeatedly earned a spot on *U.S. News & World Report's* Honor Roll of the nation's best children's hospitals, and has earned Magnet® status, nursing's highest national recognition, four times.

**CHOP's Reach Is Worldwide ...**  
Children's Hospital of Philadelphia leads the way in the advancement of healthcare for children by integrating excellent patient care, innovative research and quality professional education into all its programs.

**ANNUAL HOSPITAL ADMISSIONS**  
**29,281**

**AVERAGE LENGTH OF STAY**  
**7.29 DAYS**

**TOTAL HOSPITAL DAYS**  
**213,510**

**OUTPATIENT VISITS**  
**1,471,170**

CHOP treats patients from all 50 states & 120+ countries ...



 <b>LinkedIn:</b> 103,000+ followers	 <b>Instagram:</b> 39,600+ followers
 <b>Facebook:</b> 149,000+ likes	 <b>Twitter:</b> 52,300+ followers

*\*All numbers from FY2022*

# CREATING BREAKTHROUGHS THROUGH RETAIL CAUSE MARKETING

Retail Cause Marketing is a mutually beneficial concept, with the potential to help brands increase profitability, while helping their communities. Brands and retailers who enable charitable giving at the register or upon check out, create significant breakthroughs for charities, like CHOP.

## Benefits for Your Business

CHOP will work closely with your company to create an integrated philanthropic strategy that aligns your company's goals with our mission to advance healthcare for children.

77%

of consumers are motivated to purchase from companies committed to making the world a better place.

89%

of consumers are likely to switch brands to one associated with a cause.

88%

of donors shared that their opinion about the business who is holding the fundraising campaign either improves or stays neutral when asked to donate.

66%

of people feel positive to neutral about being asked to donate every time they visit over the same week or several weeks.



## How It Works:

- Meet marketing goals and advance your brand
- Engage employees, partners and consumers
- Positively impact children and families worldwide

## PARTNER SPOTLIGHT: NRG

In 2017, CHOP became one of the first nonprofits to partner with NRG for its Choose to Give Program. Through this initiative, NRG donates \$50 for every customer who enrolls in the Choose to Give Program and contributes 1% of each customer's electricity supply charges annually. Today, NRG's Choose to Give Program reengages employees and customers in a cause close to their hearts, raising \$1 million each year to power incredible breakthroughs at the Cardiac Center at CHOP.

*"On behalf of the entire Cardiac Center at CHOP, I want to thank the NRG team. These contributions support our primary mission to improve the lives of children with heart disease, as well as fund groundbreaking research and innovative care in the Cardiac Center."*

— Joseph Rossano, MD,  
Chief of Cardiology, Co-Executive  
Director of the Cardiac Center





## CUSTOMIZING A CAMPAIGN FOR YOUR ORGANIZATION

### Inspire Excitement, Increase Exposure, Raise More

- **Round up:** Customers can round up their change to the nearest dollar to support CHOP.
- **Pin pad giving:** Upon payment, customers are prompted to donate on the pin pad.
- **UPC scans and QR codes:** Employees scan a barcode or QR code that adds the donation amount to a customer's overall bill.
- **Percentage of sales:** Whether your business decides to donate funds based on the purchase of one product, or total sales, this campaign gives business owners control over their contribution to CHOP.
- **Paper icon campaign:** Using CHOP's logo, paper icons are "purchased" by donating at check out. Customers can sign their name or share heart-felt messages on the icons to be displays across the store.
- **Licensing:** Organizations can use CHOP's logo or brand on products, in return for a portion of product sales.
- **Employee engagement:** Our dedicated staff are available to help engage your employees in CHOP's mission, what we do to create a meaningful hospital experience for every patient and family, and how support from your organization can help us better serve our patients and their families.

**ALL WAYS TO ENGAGE ARE CUSTOMIZABLE!**

Our team can work with yours to determine the best way to make an impact.



## GENEROSITY MEETS OPPORTUNITY

Each organization can designate funds to an area of impact that resonates most with your company. Whether you want to make a national impact by advancing brain tumor research, or you want to help kids in your own backyard by supporting social work, CHOP's robust programs, research and clinical expertise can match most philanthropic goals.

### PARTNER SPOTLIGHT: SPIRIT HALLOWEEN

Spirit Halloween hosts an annual point-of-sale campaign through their Spirit of Children program both in-store and online, during which, Spirit Halloween customers can donate to CHOP upon check out. Collected donations support the Child Life Department, making hospital stays easier for young patients and their families through non-medical treatment and healing play.

*"Our partnership with CHOP — first and foremost — provides us with one of the most rewarding experiences you can have in a retail setting, allowing every associate to make a huge impact at our local hospital. It's amazing what we can do for the kids at CHOP! It also has an enormous impact on employee engagement and is something everyone can get behind, touching many through personal experience. I find that training around the 'ask' has had an impact on associate performance in many other areas of customer engagement as well."*

– Randall Piersol, Spirit Halloween Zone Manager



# RESOURCES: HOW CHOP CAN HELP

Supporting CHOP can also boost marketing and awareness of your retail business. CHOP offers different levels of support to your business depending on your fundraising targets. From social media promotions to email blasts and store visits, CHOP's partnership increases traffic and engages employees. See below for benefits at each fundraising level, and please note, these can be customized to your specific needs.



## RETAIL CAUSE MARKETING STEWARDSHIP MATRIX

### FUNDRAISING LEVEL

### CAMPAIGN SUPPLIES

\$5,000+

- Access to customized co-branded CHOP collateral and templates
- Listing on [Shop for CHOP website](#)

\$15,000+

- Access to customized co-branded CHOP collateral and templates
- Overall campaign support
- Listing on [Shop for CHOP website](#)
- Check presentation

\$25,000+

- Access to customized co-branded CHOP collateral and templates
- Overall campaign support
- Listing on [Shop for CHOP website](#)
- Check presentation
- Location visits from CHOP staff or patient families
- Social media mention

\$50,000+

- Access to customized co-branded CHOP collateral and templates
- Overall campaign support
- Listing on [Shop for CHOP website](#)
- Check presentation
- Location visits from CHOP staff or patient families
- Social media mention
- Campaign kick-off

\$75,000+

At this level, CHOP will partner with your organization to create a multi-channel, customized campaign tailored to your business goals.

## SHOP FOR CHOP

Check out our current cause marketing partners at [chop.edu/giving/shop-for-chop](http://chop.edu/giving/shop-for-chop) and view upcoming Shop for CHOP Fundraisers for ideas.



**GENEROUS GIVING  
FROM OUR FRIENDS  
AND PARTNERS  
ALLOWS US TO  
LEAD THE WAY IN  
PEDIATRIC MEDICINE.**

**THANK YOU FOR CONSIDERING  
A PARTNERSHIP WITH CHOP!**



**LEARN MORE!**  
Use this QR code or visit  
[chop.edu/giving/get-involved/  
become-chop-partner](https://chop.edu/giving/get-involved/become-chop-partner)

*“Everything we do at Children’s  
Hospital is made possible,  
and made better, by the support  
of philanthropy.”*

Madeline Bell,  
CHOP President and CEO



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