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Dear KD Circle Members:

We are thrilled to announce a new project to support CHKD's Mental Health Program. The King's Daughters presents **Change 4 CHILDREN!** During the months of May and October, **Change 4 CHILDREN** will give customers at local businesses the opportunity to round up their total to the next dollar to help The King's Daughters support CHKD's Mental Health Program. Small change makes a BIG impact, and we need your help contacting businesses. It's easy:

## WE NEED YOU!

- 1) Make a list of businesses - places you frequent, neighborhood shops, or small biz owners you know. You can brainstorm with your Circle, family, and friends.
- 2) Share your list with [Briana.Jackson@chkd.org](mailto:Briana.Jackson@chkd.org).
- 3) Wait for approval from The KD Office (we must respect existing partnerships between CHKD and community businesses and avoid duplicate requests).
- 4) Get EXCITED when your business is approved!
- 5) Share the ask letter, agreement form, and flier with the business owner.
- 6) For each participating business, email a copy of the owner's signed agreement form to Briana.

## Tips

- If the register cannot accommodate rounding up, ask the owner about a flat \$1, \$3, or \$5 donation option at check out or about placing a donation canister.
- If not 2 months, a commitment for May or October is appreciated. Please note this campaign runs ONLY in May and/or October.
- Ask The KD Office for additional talking points about the mental health crisis.
- Remind the business owner they will be connecting their brand with our foremost children's healthcare provider.
- It's OK to hear "no thank you". You are still spreading awareness!

We are delighted to offer **Change 4 CHILDREN** at a time when Circles are already getting creative. We hope contacting businesses can be a limited, safe way to get out and about while giving back to CHKD's Mental Health Program.

Sincerely,

Lisa Coleman  
Executive Director, The King's Daughters