



Captain Toolkit

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Welcome + Thank You

Dear Department Captain,

Thank you for stepping forward to serve as a Captain for We Got Heart 2025. I know this is something you are taking on in addition to your regular responsibilities, and I want to acknowledge how much that means. You are giving your time, energy, and heart to this campaign, and I cannot thank you enough.

We truly could not do this without you. The success of We Got Heart depends on the people who volunteer to carry the message into every corner of Phoenix Children's. You are the ones who make philanthropy visible in your department, who encourage participation, and who help your coworkers see the impact of their giving.

Your role matters so much. As a Captain, you are not only helping raise funds but also helping others understand what those gifts make possible. Every time you share an update, distribute information, or invite a coworker to join, you are helping them connect to the bigger picture. Behind every donation is the influence of a Captain who made it easy and meaningful to participate.

Your leadership makes a difference for the children and families we serve every single day. When a child receives a new book, a family goes home with a safe car seat, or a patient rides down the hallway in a red wagon, your work is part of that story. You are helping us ensure that philanthropy continues to fuel the programs and services that make Phoenix Children's so special.

I know this takes extra time and effort, and I want you to know how deeply I appreciate it. Your commitment inspires others, builds pride across our hospital community, and strengthens the culture of giving that is at the heart of Phoenix Children's.

I am so grateful to walk alongside you in this campaign. Thank you for saying yes, for giving generously of yourself, and for reminding all of us that a little heart goes a long way.

With heart,
Colette

Your Role as Captain

As a Captain, you are the campaign go-to person for your department. Think of yourself as your department's cheerleader for good. You don't have to be a fundraising expert, just a friendly connector who keeps the campaign visible and encourages your team to join in, however they can.

Your energy, positivity, encouragement, and communication will help create excitement and help your team feel connected to We Got Heart. More than anything else, you help your coworkers feel inspired to participate. Your role is to spark enthusiasm, share impact, be the reminder during the busy days and make it easy for your team to participate.

Every conversation you have, every email you send, and every donor you thank adds up to something powerful. You are helping us show that at Phoenix Children's, Philanthropy Matters and *A Little Heart Goes a Long Way*.

Campaign Snapshot

We Got Heart is our annual employee giving campaign. Funds raised supports the vital work you do every day by making sure you have the resources to provide the very best care to every child who needs us. The We Got Heart campaign allows our employees to be part of the impact that philanthropy makes at Phoenix Children's. Every penny counts when it comes to ensuring lifesaving care for the children we serve.

Timeline

Pre-Campaign Pledge Renewal: September 3 – September 30

- Returning donors are invited to renew payroll deduction pledges before the official start.
- Captains can encourage colleagues who gave last year to renew early.

Campaign Dates: October 1 – October 17

- Three weeks of energy, updates, department fundraisers, and sharing impact.
- Captains will be the heart in their departments, distributing materials, celebrating donors, and rallying participation.

Goal

- \$700,000 in total employee giving
- Increase department participation and employee involvement

Our Focus: Sharing Impact

This year, we want every employee to see and feel the impact of their giving. As a Captain, you will be the one to bring these stories to life in your department.

Our Taglines for this year's campaign

- Philanthropy Matters
- A Little Heart Goes a Long Way

These should be woven into conversations, emails, and events. The taglines are simple reminders that every gift, no matter the size, has lasting impact.

Collateral You'll Use

To make your role easier, we've prepared campaign visuals you can use in your department:

- **Posters** — hang in high-traffic areas to spread awareness
- **Donor Wall** — a visual display where employees add their name when they give
- **Rack Cards** — quick handouts with campaign info and giving instructions
- **Department Fundraiser Flyer** — a templated flyer to get the word out for your event
- **Stickers** — recognition for donors to proudly display their participation
- **Badge Buddy** — a captain exclusive, and easy-to-wear reminder that you are a leader for the campaign. Contains a quick impact statement to start the conversation and QR code to make it easy for your colleagues to participate, even from their phone

Captain Tip: The materials are there to help you tell the story. Posters, rack cards, and stickers catch attention. The donor wall and t-shirts create pride & unity and show our gratitude. Your voice brings it all together! Keep the impact front and center and remind your team that every gift truly matters.

Ways to Give

There are several ways employees can give to We Got Heart. Payroll deduction is the simplest and most common, but we understand that one-time gifts may be a better fit for some. All giving options are listed on the campaign landing page: PCHWeGotHeart.org

1. Payroll Deduction (Preferred Method)

- **Make a pledge:** Split your gift over 26 pay periods, beginning January 2026.
- **One-time payroll deduction:** Choose to have the full gift deducted at once.
- **How:** Complete the Smartsheet form linked on the campaign landing page. Information is automatically passed along to Payroll.

Important for Current Payroll Deduction Donors

Employees who are already giving through payroll deduction will receive an invitation to **renew or make changes** to their pledge before the campaign officially begins.

- Changes must be submitted through the **Smartsheet form by September 12, 2025.**
- Donors may:
 - Adjust their gift amount per pay period
 - Change the fund they support
 - Cancel their automatic renewal
 - Choose to make a one-time gift

After September 12, pledges will automatically renew as they are currently set unless they contact the Foundation at wegotheart@phoenixchildrens.com.

2. Online Giving

- Donate via credit card, PayPal, Apple Pay, Google Pay, or Venmo.
- **How:** Click “Give by Credit Card” on PCHWeGotHeart.org.
- Great option for department contractors, interns, students, and volunteers who want to support!

3. Cash/Check Gifts

- Checks should be made payable to Phoenix Children’s Foundation with “We Got Heart” in the memo line.
- Complete a printed donation form and include it with the gift.
- **Captain Role:** Collect forms and payments from your team and deliver/mail them to:
 - Phoenix Children’s Foundation
Attn: We Got Heart
2929 E. Camelback Rd. Ste. 122
Phoenix, AZ 85016

4. Department Fundraising

- Gifts collected through fundraisers can be cash, checks, or online donations through your department’s fundraising page.
- **Captain Role:** Use a tracker to record names, employee numbers, and gift amounts so employees receive proper acknowledgement and credit.
- **Don’t forget:** fundraising totals count toward your department’s impact!

Important Notes

Employee Number Required: For a donor to receive recognition, credit toward participation totals, and eligibility for incentives, they must include their Employee Number when making a gift.

Acknowledgement & Credit: Be sure employee details are accurate on all forms and trackers.

Captain Tip: Payroll deduction is the most seamless option for most employees, but your role is to make every way of giving easy and approachable. Always point coworkers to PCHWeGotHeart.org, and keep donation forms and your badge buddy QR code handy for quick access.

Recognition & Incentives

We want to celebrate the generosity of every employee who participates. As a Captain, you can help highlight these fun ways to thank your team:

- **Donor Wall Stickers:** Employee donors sign a sticker and add it to the campaign donor wall. (Thomas and Arrowhead campuses)
- **Acknowledgment letters** with yearly giving total can be found in the Employee Portal.
 - These letters serve as tax receipts for payroll deduction gifts.
- **We Got Heart T-Shirts:** Available in two colors for donors giving \$10+/pay period or \$260+ one-time. A link to order will be emailed to all eligible donors.
- **Department Recognition:** Friendly competitions with recognition in campaign updates.
- We Got Heart branded **thank you cards** are available upon request from the Foundation.

Captain Resources

Campaign Communication and Email Templates

Badge Buddy with QR Code

- Every Captain will receive a badge buddy with a QR code linked directly to the giving form.
 - Share it at huddles and carry it with you. It's an easy way for you to share the campaign site with employees and encourage them to make their gift on the spot.

Impact Pieces

- Story and Video links
- Infographics
- Programmatic Impact Sheets (upon request)

Printable Donation Form

Department Fundraising Ideas & Event Flyer Template

Online Fundraising Pages

Business Solicitation Letter & In-Kind Donation Form

Campaign Collateral

We Got Heart Captain Dashboard

Captain Responsibilities

Share Campaign Updates

- Send at least 3 campaign update emails during the campaign window. Templates and recommended dates will be provided, but feel free to send more if your department needs it.
- Be creative! Share during team huddles, through flyers, or even by word-of-mouth.

Share the Impact

- This year, we are focusing more than ever on telling the why. Remind your coworkers that their gift provides tangible items like books, car seats, wagons, tablets, and more, and intangible items like funding for critical programs and research.
- Use the videos and stories provided or share your own examples of philanthropy's impact.

Keep an Eye on Your Department Dashboard

- Check the dashboard often to see:
 - Team participation percentage
 - Fundraising totals
- Use this information to encourage giving and send helpful reminders.

Express Gratitude

- A personal thank you goes a long way. Recognize donors as soon as you see their name appear on the dashboard.
- Shout out donors in department updates, celebrate milestones, and make sure everyone knows their participation matters.

Donor Wall Participation (Thomas & Arrowhead Captains)

- Add stickers to the donor wall as team members make their gift (any amount counts).
- Confirm donors using the dashboard.
- Team members may sign their own name on the sticker, or you may write their first name for them.

Department Fundraising (Encouraged but Optional)

- Consider planning a fundraiser to bring your team together and raise additional dollars. The Fundraising Fun Menu offers plenty of ready-to-go ideas.
- Use your department fundraising page to track totals and collect donations.

T-Shirt Pick-Up & Distribution

- Help with t-shirt pick-up and coordinate distribution to your department.

Engage Your Leadership

- Send updates to your department leaders on participation and fundraising progress.
- Ask them to show support by sharing a message, wearing a t-shirt, or joining a department fundraiser. Leadership visibility makes a big difference.

You're Not Alone

If you are ever unsure of how to do something, from sending updates, to checking the dashboard, to running a fundraiser, please reach out. The Foundation team is here to help with resources, guidance, and encouragement.

Captain Timeline & Checklist

We Got Heart 2025

Pre-Campaign (Sept 3 – Sept 30)

- ☐ Remind last year's donors to renew their payroll pledge early.
- ☐ Share your department fundraising idea and get it on the calendar.
- ☐ Familiarize yourself with the dashboard, the toolkit, and your badge buddy QR code.
- ☐ Make your own gift to set the tone and lead by example.

Week 1: Campaign Kickoff (Oct 1 – Oct 4)

- ☐ Send kickoff email (template provided).
- ☐ Share your personal "Why I Give" story at a huddle or department meeting.
- ☐ Post campaign materials (posters, rack cards, stickers).
- ☐ Remind staff that payroll deduction pledges start in Jan 2026 but count now.
- ☐ Check dashboard: thank the first donors right away!

Week 2: Keep the Momentum (Oct 5 – Oct 11)

- ☐ Send Mid-Campaign Email (template provided).
- ☐ Share an impact story (from the toolkit or your own words) using "Philanthropy Matters" or "A Little Heart Goes a Long Way."
- ☐ Host or promote your department fundraiser.
- ☐ Check dashboard: celebrate progress, encourage those who haven't given yet.
- ☐ *Thomas & Arrowhead Captains:* Add donor stickers to the wall as names come in.

Week 3: Final Push (Oct 12 – Oct 17)

- ☐ Send Final Reminder Email (template provided).
- ☐ Thank everyone who has given in person, in email, or with a shout-out at huddle.
- ☐ Encourage leadership to send a message of support to the department.
- ☐ Check dashboard daily: encourage last-minute gifts to hit your department goals.
- ☐ Remind staff about t-shirt eligibility and deadlines.
- ☐ Help with t-shirt distribution if available during this time.

After the Campaign

- ☐ Celebrate your department's success by sharing total participation and fundraising.
- ☐ Thank your coworkers again for their generosity.
- ☐ Share feedback and ideas with the Foundation team to make next year even stronger.

Captain Tip: Communication is everything. If you send your 3 required emails (kickoff, mid-campaign, final push), thank donors promptly, and keep the dashboard visible, your department will feel energized and connected.

FAQs

How much should I give?

Give from the heart! The average We Got Heart gift is around \$10/pay period, but some choose to give more. Giving is personal and we are grateful for all donations!

Do smaller donations still “count”?

Absolutely! Every gift, no matter the amount, makes a difference for patients and families. All donors are recognized, and all dollars help us reach our goal.

Can my family or friends donate?

Yes! Anyone can donate through PCHWeGotHeart.org or through your department’s online fundraising page.

Employee gifts will count toward recognition as long as the employee number is included.

How do I qualify for the t-shirt?

Employees who give \$10 or more per pay period (or \$260 one-time) will receive a separate link to order this year’s campaign t-shirt.

What if I have questions I can’t answer?

That’s what we’re here for! Reach out to the Foundation team at wegotheart@phoenixchildrens.com and we’ll help you with answers, resources, or additional support.

Fundraising Fun (Department Fundraising Ideas)

Every department has its own vibe, so we’ve gathered a menu of options, from quick, no-budget ideas to bigger team events. Choose what works best for your group, or use these as inspiration to dream up your own!

Ideas are categorized by type, with ★ marking those especially great for remote teams.

Categories include:

- Quick + Low/No Budget Ideas
- Tasty Treat Fundraisers
- Showcase Team Talents
- Games + Friendly Competitions
- Fitness + Wellness
- Office Fun with a Twist
- Team Challenges + Milestones
 - Full list of ideas will be provided as a separate resource page

Department Fundraising Pages

Captains are encouraged to create an online fundraising page for their department events. These pages make it easy to collect donations, and you’re welcome to share them with friends and family outside of Phoenix Children’s. Employee gifts made through these pages will still count toward the campaign and employees will be recognized, as long as they include their employee number. Just note that it may take longer for those gifts to appear on the dashboard, but everything will be updated before the final campaign recap. To set up a fundraising page, visit

<https://wegotheart2025.raiselysite.com/>

Partnering with Local Businesses

Adding prizes to your department fundraiser can boost excitement & participation and local businesses are often happy to help!

Tips for Success:

- **Start Local:** Smaller, locally owned businesses are more likely to donate than large national retailers.
- **Use the Provided Materials:** We've included a template letter you can adapt for outreach and the official in-kind donation form.
- **Offer Visibility:** Let businesses know their generosity will be acknowledged.
- **Stay Positive:** If a business says no, don't get discouraged.

Prizes and fun Motivation:

We encourage you to get creative and lean on local connections for fun prizes- or look for low budget prizes- is there a coveted "perk" in your department you could offer?

- Bring Your Favorite Treat - winner requests their favorite snack for the breakroom
- Choose the Music in the breakroom for a day
- Silly Duty Swap - manager or captain covers a routine task for the winner
- Lunch with the Manager/Director - brown-bag or provided by leadership if possible
- Photo on Department Wall/Board as "We Got Heart Champion"
- Coffee Delivered by the manager or captain
- Pick Your Shift or Swap a Shift - with approval and coordinated with leadership, of course
- Covered or Reserved Parking Spot for a week or month, as available

Important Notes:

- **Foundation Prizes:** While we'd love to provide prizes, gift cards, or swag for every department, our inventory is limited, and we aren't able to supply items for department events.
- **Reaching Out to Businesses:** The Foundation team already partners with many local businesses at a larger scale, so we ask that departments make their own personal requests instead of having us reach out on their behalf. This ensures we don't overwhelm our community partners.
- **Recognition for In-Kind Donors:** Please remember to give every business the official in-kind donation form so their generosity is properly recorded and credited.

Closing Note

Thank you for saying “yes” to being a Captain. You are helping to power a culture of generosity at Phoenix Children’s, and your leadership will inspire your coworkers to join in.

Because of you, more employees will know that philanthropy matters—that their gifts make it possible for Phoenix Children’s to provide the very best care, the latest technology, and the most compassionate support for kids and families.

Every time a team member signs the donor wall, puts on their campaign t-shirt, or cheers on a department fundraiser, they are part of something bigger. Together, you are showing that at Phoenix Children’s, a little heart goes a long way.

With Gratitude,
Colette Forcier

We Got Heart
Phoenix Children’s Foundation
cforcier@phoenixchildrens.com
wegotheheart@phoenixchildrens.com
602-933-1947