



KIDstruction Week: Foreman Tool Box



Children's
HOSPITAL • ST. LOUIS
BHC HealthCare

Welcome

Dear KIDstruction Week Foreman,

Thank you for joining the St. Louis Children's Hospital team! You have been chosen as the KIDstruction Week Foreman because you are a leader in your company, have the respect of other employees and are enthusiastic about doing what's right for kids. Your leadership is the key to the success of KIDstruction Week!

As KIDstruction Week foreman you will be responsible for getting the KIDstruction Week materials to each employee/tradesworker, encouraging them to participate and collecting their pledge forms. Depending on the size or structure of your company, you may want to ask others to join you as KIDstruction Week foremen to ensure all your company's employees and tradesworkers get the opportunity to participate.

KIDstruction Week is a community-wide effort; however the exact dates will vary from company to company. We encourage you to choose your company's first full payroll week in August. That may seem like a while off, but now is the time to get started! **The timeline enclosed will guide you through all the steps to make KIDstruction Week a success.** The staff at St. Louis Children's Hospital is available to offer support every step of the way to get this project to completion.

Sincerely,



Malcom Berry

June

Outreach and Goal Setting

- Identify additional company foremen, company leaders and individuals in your payroll department who can help ensure success in your KIDstruction Week efforts.
- Talk to your company leader or corporate foundation about considering a corporate gift or matching gift donation.
- Set a goal for your company!

Align with Payroll System

Talk to your payroll department, employment services and/or human resources about the KIDstruction Week campaign and how it will work at your company. Consider the following:

- Determine the dates that KIDstruction Week will take place at your company during the month of August. Try to get a sense of how many of your tradespeople and professionals will be working and where.
- Share this packet and the KIDstruction Week participation worksheet template. It will be necessary for KIDstruction Week participants to be recorded in this format so that St. Louis Children's Hospital can properly acknowledge donations.
- Bring along a KIDstruction Week brochures to show payroll what you will be using to authorize payroll deductions.
- Review the KIDstruction Week donation envelope provided by St. Louis Children's Hospital.

Develop a Plan

Work with your team of KIDstruction Week foremen to develop a plan to engage employees:

- Plan a company kickoff event and invite a St. Louis Children's Hospital rep to attend
- Think of how you can best reach each group with the information. Is it an e-mail blast, check stuffer, tool box talk?
- At an upcoming company meeting, try to get on the agenda. If there are no meetings already scheduled, work toward getting something on the calendar.
- **Show the KIDstruction Week videos on YouTube.**
- Engage project managers and superintendents to get them excited about for KIDstruction Week and develop a plan to approach tradespeople at their sites:
 - Mention KIDstruction Week during your design/ engineering meetings.
 - Set email reminders
 - Engage company executives



July

Kick-Off KIDstruction Week Campaign

- Display posters throughout your office and at worksites.
- Distribute KIDstruction brochures and information to every employee.
- Face-to-face contact is key! Be sure to get out there and offer every employee the opportunity to participate. The number one reason that people do not contribute to good causes is because they are never asked.
- Use payroll stuffers with a personal note and link to the video; add your signature for a personal touch.
- Post information and extra pledge forms at a central location on worksites (example—in the office, by the time clock). This will help to promote the event after you visit the site and remind employees to sign up to participate.
- Ask your colleagues about their experiences.

Be Available to Answer Questions

- Be sure to send or post reminders so everyone gets a chance to participate.
- Communicate with your workforce about the success you are having with the campaign.
- Keeping your co-workers informed of your company's progress will make them feel they are part of a team and may encourage others to participate, as well.

Turn in Employee Pledge Cards to Your Payroll Department

- Please turn in all your employee pledge forms to your payroll department before your KIDstruction Week. This is essential to be sure every gift is honored. It also will allow you to have totals for the amount of funds raised to share with your workforce during KIDstruction Week.



August

KIDstruction Week: First Full Payroll Week of August

- Be sure to stay in contact with your workforce and remind them that with each hour they work during KIDstruction Week they are making a difference in a child's life.

August 29: Payroll Deduction Worksheet Due to St. Louis Children's Hospital

- Complete the KIDstruction Week participation worksheet provided at www.KIDstructionWeek.com and email to St. Louis Children's Hospital (Kathryn.lodes@bjc.org) by August 29, 2017.
- Please send a check for the total amount of employee payroll deductions, as well as any matching funds or corporate gift, by August 29. Include any personal checks that have been turned into your company foremen. **Checks should be made payable to St. Louis Children's Hospital.**
- Once your company check is received, St. Louis Children's Hospital will mail a thank you letter for tax purposes and hard-hat sticker to every employee who has made a gift. Participants who have donated \$40 or more will receive a KIDstruction Week T-shirt. T-shirts will be sent to your office to be distributed in the fall.

Finishing the Project

Collecting Donations

- **Please encourage employees to make their donations by payroll deduction.**
- For payroll deduction donations, you should collect the signed employee donation pledge forms and return them to your payroll department or whomever is tracking your company's gifts.
- If you collect cash or check donations, please use the employee donation envelope. Be sure that anyone who gives a cash or check donation completes the pledge form and attaches it to their donation.

Recording Donations

- Please use the KIDstruction Week Participation Worksheet to record all donations. You will see the worksheet has a section to record all cash, check and payroll deduction donations. St. Louis Children's Hospital will notify you if anyone from your company makes an online credit card donation.

Turning In Donations

- When you are ready to turn in cash and check donations, please fill out the "Donation Record Sheet" on the front of your Employee Donation Envelope. Your payroll office may keep the pledge forms for employees who are donating through payroll deduction for your records.

Once you have compiled and recorded all donations, you can either deliver the envelope to our offices at 1001 Highlands Plaza Drive West, Suite 160, St. Louis, MO 63110 (M-F 8 a.m. – 5 p.m.) or contact a member of our staff and we will arrange to pick up the envelope. Please DO NOT MAIL cash donations.

Materials Available

KIDstruction Week Brochure

Visit KIDstructionWeek.com to view incredible stories from colleagues in your industry.

Meet Makana - A young girl who has overcome a life-threatening illness. Her story is inspiring and a true testament to the power of hope and the love of family.

Learn about Mully - Mully is a young boy who has overcome a life-threatening illness. His story is inspiring and a true testament to the power of hope and the love of family.

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Special thanks to the St. Louis Children's Hospital 2017 KIDstruction Week Chair:
 Jeff Faust, KIDstruction Week Chair, Environmental Consultants, LLC
 Angelo Arzano, HOK
 Renee Bell, Waterhout Construction
 Tom Evans, Construction Forum 311
 Dean Foth, S. M. Wilson
 Bob Fritz, Cayco
 Brad Gross, Gross Mechanical Contractors
 Brian Hayden, Hayden Wrecking
 Jared Hill, McCarty Building Cos., Inc.
 Todd Jarmon, HSP Associates
 Patrick Kozary, Kozary-Wagner Construction
 Rich Landwehr, Round Table Consulting
 Philip Lee, Albeni Constructors
 Taylor Major, David Mason & Associates
 Kelly Ormrod, Forum Studio
 Mike Rallo, Jr., Parc
 Aaron Rettenford, Cable Contracting
 Kevin Sauer, Murphy Company
 Matt Taylor, L. Keeley Construction
 Stephanie Woodcock, Seal the Deal Too

Children's Hospital - St. Louis
 St. Louis Children's Hospital
 One Children's Place
 St. Louis, MO 63110

For more information, please contact Kathryn at 314.368.0988 or kathryn@kidsdbio.org or visit KIDstructionWeek.com

Building healthy futures for patients at St. Louis Children's Hospital

Children's Hospital - St. Louis

KIDstruction Week 2017 Making a Difference Join our Crew!

KIDstruction Week is your chance to join your fellow colleagues to support the mission of St. Louis Children's Hospital. To do what's right for kids. All we ask is that you consider a \$1 donation to St. Louis Children's Hospital for every hour you work during the first payroll period in August 2017. **KIDstruction Week. Just \$1 per hour, for one week. That's it. Simple, yet powerful.**

As one of the premier non-profit children's hospitals in the United States, St. Louis Children's Hospital serves more than 275,000 pediatric patients each year, and thousands are children of colleagues in your industry.

Funds raised through KIDstruction Week allow St. Louis Children's Hospital to deliver expert and compassionate pediatric care, seek answers through pediatric research, and serve the community with advocacy and outreach programs. **With support from donors like you, we can ensure that no illness ends kids of the precious childhood moments they deserve. Together, we are Guardians of Childhood.**

How your gift makes an impact:

- A gift of \$48 (8 dollar per hour) can support a visit from our music therapist, giving patients a voice to their hope.
- A gift of \$120 (12 dollar per hour) can support our outreach efforts that create healthier, safer communities, because we believe a child's well-being should not be dependent on a ZIP code.
- A gift of \$200 (20 dollar per hour) can help cover the cost of supplies our researchers need to explore ways to enlist a child's own immune system to fight cancer.

Your gifts will support the Guardians Fund, our area of greatest need at St. Louis Children's Hospital. Guardians Fund allows support everything from outreach programs to Child Life initiatives, from research to equipment. **Every gift makes a difference in helping build healthier futures for kids in our community and beyond.**

KIDstructionWeek.com

To support KIDstruction Week, simply complete the form below and return it to your "KIDstruction Foreman."

Thank You!
 All KIDstruction Week donors will receive a special hard hat sticker. Donors who give \$48 or more will receive a KIDstruction Week T-shirt. Please wear it proudly, knowing you're a vital partner in our mission to do what's right for kids!

KIDstruction Week - Gift Authorization Form

Name: _____
 Company: _____
 Address: _____
 City: _____ State: _____ ZIP: _____
 Phone: _____
 E-mail: _____
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Foreman Speaking Notes

Hello everyone.

- Thank you for taking a few moments to learn about (COMPANY NAME's) participation in KIDstruction Week. This exciting campaign is a really great opportunity for people in our industry to come together in support of a common cause and join in St. Louis Children's Hospital's mission to *do what's right for kids*.
- Many of the A/E/C companies in our area will be joining together for KIDstruction Week to benefit St. Louis Children's Hospital, the first week of August. *(Talk about any commitment your company has made in terms of matching gifts or kick-starting your campaign with a corporate gift.)*
- *Show the KIDstruction Week video to learn more about how you can help- available at www.KIDstructionWeek.com*
- *Reflect on video and ask if anyone could share any personal experience*
- Just like any of our projects, KIDstruction Week requires a strong team to come together with a common goal to improve the life of a child.
- Consider making a \$1 donation for every hour that you work during KIDstruction Week, which will take place *(give your company dates)*. Just \$1 for every hour you work for one week, that's it! Not too much to ask for kids that are fighting disease, learning to cope with changes in their health and just trying to be kids.
- Your donation will help support the Guardians Fund, St. Louis Children's Hospital's greatest area of need. Guardians Fund dollars support everything from outreach programs to Child Life initiatives, from research to equipment.

Hand out brochures

- Consider making your pledge now. Payroll deduction is the easiest way to support KIDstruction Week. Just complete the pledge form, sign and return to me at your earliest convenience.

Stay to collect any pledge forms and answer questions

- Everyone that agrees to participate will receive:
 - ◆ KIDstruction Week hardhat sticker and thank you letter from St. Louis Children's Hospital, which can be used for your tax purposes.
 - ◆ If you make a donation of \$40 or more, you will also receive a KIDstruction Week T-shirt!
- Please visit www.KIDstructionWeek.com for more information.
- Thank you for your consideration.

Sample E-mail

Subject: We need your support!

E-mail:

Your company has committed to support the mission of St. Louis Children's Hospital "to do what's right for kids" through KIDstruction Week 2017.

What is KIDstruction Week? It is a simple campaign that asks you to consider a \$1 donation to St. Louis Children's Hospital for every hour you work during the first week in August, KIDstruction Week. Just \$1 per hour, for one week. It's so simple, yet so powerful.

Big things can happen when everyone does a small part. Your gift will help fulfill important needs for the children and families who depend on St. Louis Children's Hospital. Please take this opportunity to join over 2,500 individuals in our industry to collaborate on one, big, important project. To participate in KIDstruction Week, complete the attached gift form and return it to me before July 31, 2017. Feel free to contact me with any questions or visit the website at www.KIDstructionWeek.com.

(Please remove if your company is not matching gifts or edit if they are matching at a rate different than 100%) To increase the impact of each donation, ***your company*** has agreed to match your donation dollar-for-dollar. Together, we can make an even bigger impact on the health and well being of children in our community and around the world.

Thank you for your consideration and please let me know if you have any questions. I can be contacted at .
..

Your Name

2017 KIDstruction Week Foreman



Common Objections & Questions

Some of your co-workers may have questions or concerns about supporting KIDstruction Week. Here are some simple tips to help you deal with objections:

- ◆ Don't take their objection personally.
- ◆ Listen to their concerns and try to understand where they are coming from.
- ◆ Don't argue with the person, instead respond with facts.
- ◆ Try to suggest an option that will work for them.
- ◆ Most importantly, thank everyone for their consideration, even if they decide not to give.

Common objections that you may hear and suggested responses that may help overcome them:

- ***"I don't have any kids so why should I give?"***
 - ◆ Each year about 275,000 patients visit St. Louis Children's Hospital, and hundreds of them are children of our fellow professionals. Beyond that, Children's Hospital supports children in our community through multiple outreach and advocacy programs. Chances are you know someone who has been helped by Children's Hospital or who will need their services.
- ***"What's the point? What is my little donation really going to do anyway?"***
 - ◆ Your donation will make a difference. Take a look at the center panel in your brochure. It gives just a few examples of ways that your donation can help. Plus, remember that KIDstruction Week is an industry-driven team effort. If everyone does a small part, together we can make a huge difference.
- ***"Money is tight right now, I can't afford to donate that much."***
 - ◆ I understand. Just remember \$1 for every hour worked is a suggestion. Why don't you think about what you could afford to contribute? Every little bit helps.
 - ◆ Tip: Share a personal story, either from the video or perhaps your own experience with Children's Hospital. This helps donors put themselves in someone else's shoes and see what a difference their donation could make.
- ***"I don't live in St. Louis, so why should I give?"***
 - ◆ St. Louis Children's Hospital is one of the premier children's hospitals in the United States. It serves not just the children of St. Louis, but children around the world. St. Louis Children's Hospital has served patients from all 50 states and 80 countries.
- ***"I already give to charity, why should I give to this too?"***
 - ◆ This is a special opportunity for us to do something as an industry. By coming together we have the potential to make KIDstruction Week a huge success. Together we can help thousands of sick kids every year. St. Louis Children's Hospital depends on community-based fundraising programs *to do what's right for kids*. Funds raised will allow St. Louis Children's Hospital to continue providing the very best pediatric care through cutting-edge medicine, research, innovative programs and community outreach.
 - ◆ Tip: Also mention if your company is doing a corporate match. Explain how your company's commitment to match their gift will make their donation go even further.
- ***Is my donation tax deductible?***
 - ◆ Yes. All KIDstruction Week participants will get a thank you letter in the mail from St. Louis Children's Hospital with information for their tax purposes. Your donation is 100% tax deductible.