

# Round-Up/Give Back

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## Round Up and Give Back to Support AdventHealth.

AdventHealth uses your spare change to change the lives of patients in our community. Ask your customers to **Round-Up** their total for a good cause or feature an item for purchase and **Give Back** a portion of the proceeds. Every little bit adds up to help the people who need it most.

## Here's How the Program Works:



**Timing:** Choose a month or timeframe for your promotion.



**Beneficiary:** Select an area at AdventHealth to support. You can choose an area most meaningful to you and your staff or one that is particularly important to your customers — from cancer care, to cardiac, to Children's care or the latest clinical innovation. Our team can provide you with additional details to help you choose a beneficiary.



**Preparation:** Determine how you will collect donations (POS system or donation jar). Discuss the promotional campaign with your staff and circulate any necessary talking points.



**Promotion:** Display signage provided by AdventHealth.\*



**Activation:** Engage your customers.



**Recognition:** Say "thank you" and display a campaign pin-up.\*



**Submit your support:**

- Create an online fundraising page and track your progress at [CelebrateGenerosity.org](https://CelebrateGenerosity.org)
- Or, mail-in or call for pick-up of your collected cash or checks.

*\*Specialized promotional material can be created depending on the cause you choose to support. Ask your AdventHealth Foundation representative for more details.*



Show your support with  
an AdventHealth Pin-up.

## In recognition of your participation:

- Company logo and promotion posted on AdventHealth Foundation social media.
- Company logo displayed and linked on Foundation website/landing page.
- Company recognition in Foundation e-newsletter.
- Most successful Round-Up or Give Back will be featured at the annual Foundation Board dinner.

Give a little to change a lot in your community. Feel whole.

Foundation Representative

[CelebrateGenerosity.org](https://CelebrateGenerosity.org)

Contact Phone Number

