

ASSOCIATE GIVING



Ambassador resource guide.

Serving as an Ambassador for Associate Month of Giving (AMG) places you at the forefront of inspiring participation and building excitement among your colleagues. This guide offers key talking points, practical tools, and valuable resources to help you confidently connect with your team and encourage their involvement.

What is AMG?

AMG stands for Associate Month of Giving, an annual employee giving campaign held each February to support Health First's mission to improve the health and wellness of the communities we serve. The campaign provides associates the opportunity to:

- Support Health First programs and services that directly impact our patients and colleagues.
- Contribute to United Way initiatives that strengthen the community.
- Volunteer their time and talent to make a difference in the lives of others.

Why is AMG important?

Health First is a not-for-profit organization and our mission is to improve the health and wellness of the communities we serve. AMG empowers this mission by inviting associates to:

- Strengthen our programs and services through personal contributions.
- Provide resources that make a lasting impact inside and outside the organization.
- Extend compassion to those in need, furthering Health First's reach and mission.

Key Messages for Team Engagement

Here are four easy ways to build engagement with your team:

Share Stories of Impact

Personal stories can highlight the tangible difference AMG makes.

Example: "Thanks to an AMG gift to the Compassionate Care Fund, Michelle, a recipient of a Guardian Angel Grant, regained her independence and hope with the support of a motorized wheelchair, providing her with the accessibility she needed."

Ambassador resource guide (cont'd.)

More personal stories can be found:

- In the AMG Storybook provided.
- Online at hf.org/associategiving.

Emphasize Participation and Giving Options

There are multiple ways to give:

Payroll deduction: The easiest way to contribute, with flexible amounts to fit any budget. You designate the amount to be donated each pay period.

One-time gifts: Contributions made through hf.org/associategiving.

Volunteering: Participate in opportunities with Health First community partners.

No pressure: Participation is entirely voluntary, and all contributions, no matter the size, make a meaningful impact.

*Gifts to Health First Foundation are tax-deductible.

*Changes can be made to your giving at any time throughout the year by visiting hf.org/associategiving.

Focus on Our Mission

Aligned with Health First's not-for-profit mission: AMG supports programs that improve the health and wellness of our community.

Team Impact: When we come together, even small gifts create a powerful impact. When we all give, our contributions add up to make a difference.

Your Leadership: Did you know – 100% of VP+ Senior Leaders are leading the way by supporting AMG already.

Your Decision: Donations can be directed to the area that inspires you most. **100% of your gift is used exactly as you designate, with no portion going toward operating or fundraising expenses.**

- Area of Greatest Need
- Aging Services
- Associate Relief Fund
- Cancer Institute
- Compassionate Care Fund
- Education
- Emergency Department & Trauma
- Heart & Vascular
- Hospice of Health First
- Women & Children

Recognize Efforts

Celebrate your team's participation: Work with your leader to determine how you will use the participation prize provided in your Ambassador Toolbox.

Need ideas? For more ways to spark engagement, visit hf.org/associategiving and click *Ambassador Resources* in the top right.

Ambassador resource guide (cont'd.)

Tools and Resources for Ambassadors

The AMG campaign is designed to make giving simple, meaningful, and impactful for every associate. To support this effort, we've created a suite of tools and resources to ensure you have everything you need to inspire generosity and drive engagement. These include:

Ambassador Toolbox: Filled with ready-to-use campaign materials, the dedicated giving website for easy access and donations, and personalized support from the Foundation team.

Giving Website: Direct colleagues to hf.org/associategiving for easy access to donation and volunteer options.

Ambassador Support: If you have any questions or need assistance, reach out to [your guru](#) or contact the Foundation team at 321.434.7353 or foundation@hf.org.

Is your team remote? Many of these resources are available online!

Where do I begin?

Call to Action—a roadmap to presenting AMG to your team.

Meet with your leader and discuss ways to engage your team in participation.

Set a time to present AMG; it could be during a team huddle, a team call, or virtual meeting.

Schedule a follow-up meeting with your team to talk about AMG and how their contribution has made an impact.

- **Share why you give:** Encourage colleagues to reflect on the impact they can make.
- **Include an impact story:** Use stories of real change to inspire others.
- **Visit the AMG website:** Urge colleagues to explore their giving and volunteering options.
- **Celebrate team successes:** Acknowledge team contributions throughout February, fostering a sense of collective accomplishment.

With your dedication and the collective efforts of all associates, AMG promises to have a lasting impact on our programs, our associates, and those we serve. Thank you for being an ambassador!

Scan this QR code or visit hf.org/associategiving to start or update your giving today.

