



Steven & Alexandra
Cohen Children's Medical
Center of New York



2011 Children's Miracle Network

WCBS FM Loves Our Kids Radiothon

In the CA Technologies Child and Family Activity and Resource Center
at the
Steven and Alexandra Cohen Children's Medical Center of New York

Wednesday, December 14, 2011

Thursday, December 15, 2011

6:00 a.m. – 7:00 p.m.

presented on

WCBS FM 101.1 Radio



Goal: The goal of the Radiothon is to raise funds to support the Child Life and Creative Arts Therapy Programs at the Steven and Alexandra Cohen Children's Medical Center of New York (CCMC). Child Life Specialists are the life blood of the hospital and help children, their parents and their siblings cope with the anxieties that come with being a patient in the hospital. Child Life Specialists are trained in a variety of disciplines and offer different types of therapies for children and their siblings, including play therapy, music therapy, art therapy, pet therapy and horticultural therapy. Child Life also maintains an active calendar of programming for children to participate in either live or remotely through a closed circuit television service in every patient room. **The Child Life Program touches tens of thousands of lives each year at CCMC and is 100% dependent on philanthropy for its sustenance and growth as there are no sources of reimbursement for this critical service.**

Format: Throughout the 26 hours of live programming over two days, the on-air talent will be conducting live interviews with patients and their family members, hospital staff members, doctors and nurses. They will also be playing pre-recorded "Miracle Stories/Moments" that will be produced to tell heartening stories of the children who were and are being treated at CCMC.

Critical Component of the Radiothon:

- *Monthly Miracle Makers* monthly giving program
 - Many successful programs are able to secure as many as 80% of their donors as repeat monthly givers. *Monthly Miracle Makers* agree to have their credit card charged or their bank account debited for \$20.00 per month. \$20.00 per month is only 66 cents per day.

Opportunities for Corporate Support:

- **Matching Gifts – “Power Hours”**

Example: If we are able to secure 50 new gifts of \$50 by 2 p.m., XYZ Corporation of Roslyn will match those gifts with \$2,500 to support Child Life at CCMC. Of course this is all scale-able to the level of investment a corporate partner wishes to make (Minimum \$2,500).

- **Incentives** – to help us reach certain milestones

The next 25 people who call and donate a one-time gift of \$50/\$100, etc. will receive....

- Movie/Museum tickets
- Restaurant gift cards
- Gas gift cards
- Zoo/sporting/amusement park tickets
- Supermarket gift cards
- Free oil change/car service certificates

The next 25 people who call and donate a one-time gift of \$100/\$200, etc. will be entered into a drawing for...

- Hotel/vacation packages
- Restaurant gift certificates
- Massage packages

The next 50 *Monthly Miracle Makers* will be eligible for/receive...

- Incentives similar to above (depending on quantity of available incentives)

- **Sponsorship** – Miracle Moment/Story Sponsorships

Miracles happen at CCMC every day. Throughout the broadcast we will air a series of 60 second vignettes. Each vignette tells the story of a child, a piece of lifesaving equipment or a hospital department that has performed a miracle for a child. Corporate partners can sponsor anywhere from the airing of a vignette to a full hour of the broadcast (\$2,500 - \$25,000).

Benefit to a corporate partner:

For a relatively small investment of money and/or in-kind product, they can, for example, be the exclusive “Power Hour” sponsor and receive non-stop promotion of their support during a particular matching hour and semi-regularly throughout the course of the broadcast. Additionally, we will highlight corporate partnerships via our digital (Facebook, Twitter and web) and printed media during and in the aftermath of the event.

CCMC is one of the best-rated children’s hospitals in the nation and amongst the most recognizable children’s brands in New York. In their 2011-12 ranking, *U. S. News and World Report* rated CCMC, the largest provider of pediatric healthcare in New York, among the top 50 children’s hospitals in the United States in all 10 of their rated specialties.



For more Information, please call Kevin Carraccio, Vice President of Development at (516) 465-2571.