



Welcome to Share a Smile!

YOUR QUICK START GUIDE

Your patients visit your practice because they trust you with their smiles. Through Share a Smile, that same trust becomes an opportunity to help someone facing head and neck cancer.

Hosting a campaign is simple. We'll provide the materials—you simply display them, invite patients to participate, and send donations to HNC Living Foundation. Every contribution, no matter the amount, helps patients access the care they need throughout treatment and recovery.

GET READY IN 4 EASY STEPS:

1 Unpack Your Campaign Kit

Inside your kit you'll find:

- Countertop donation box
- Countertop sign
- Patient donation cards
- Staff quick reference guide
- Return envelope
- Additional campaign materials

2 Set Up Your Display

Place your donation box and countertop sign in a highly visible location, such as:

- Front desk
- Checkout counter
- Reception area

Keep patient donation cards nearby so they're easy to grab.

3 Invite Patients to Participate

A simple conversation goes a long way. Try saying: **Before you go, I wanted to let you know that our office is partnering with HNC Living Foundation to help head and neck cancer patients smile again. If you'd like to support the cause, you can make a donation of any amount today.**

No pressure—just an invitation.

4 Send Donations to HNC

When your donation box fills up—or at the end of your campaign period—simply:

- Count the donations
 - Complete the provided form (if applicable)
 - Mail the funds using the prepaid return envelope
- We'll handle the rest and ensure every dollar helps patients in need.

FREQUENTLY ASKED QUESTIONS

Are donations tax deductible?

Yes. HNC Living Foundation is a registered nonprofit organization. Donation receipts are available upon request.

How much should patients donate?

Every gift makes a difference. Whether it's spare change or a larger contribution, every donation helps support patients.

Do we have a fundraising goal?

No. Every practice is different. Simply inviting patients to participate is enough to make a meaningful impact.

What if we need more materials?

Contact HNC Living Foundation anytime. We'll be happy to send additional supplies.

Tips for a Successful Campaign

- ✓ Display your materials where every patient will see them
- ✓ Encourage your team to mention the campaign at checkout
- ✓ Share why your practice chose to participate
- ✓ Celebrate your impact with your staff throughout the campaign



(913) 402-6028

alyssa@hncliving.org

hncliving.org