

2025 Employee & Volunteer Gifts Campaign Ambassador Toolkit

Wings Up, Pedal Down, Fly to the Finish! 🦅 🚗 🏁

CAMPAIGN OVERVIEW:

As an Ambassador for the 2025 Employee & Volunteer Gifts Campaign, you are helping spread the word and inspire generosity among our Sentara RMH family. The campaign, running **April 14 – May 16**, supports:

- **Emergency financial support** for team members through the Employee Relief Fund
- **Continuing education and scholarships** for clinical staff
- **The hospital's greatest needs** through the RMH Priority Fund, ensuring access to the latest high-tech equipment, clinical advances, and compassionate programs

Your voice makes a difference. Thank you for leading by example and fueling this important effort!

How It Works:

For every activity you engage SRMH employees and volunteers in the campaign, you will earn **LAPS** that help us race closer toward the finish line!

🏆 Hit enough **LAPS** and you will take home a Champion for Care Prize Pack (see next page) for your efforts raising awareness of the campaign. Don't forget to make your gift, too!

What are LAPS?

- ◆ Lead by setting the pace for generosity 🚗
- ◆ Advocate for the Employee & Volunteer Gifts Campaign 🗣️
- ◆ Promote giving through conversations, emails, & social posts 📢
- ◆ Support Sentara RMH and our incredible healthcare team ❤️

How to Earn LAPS:

Activity	LAPS
Email	1
SRMH Workplace Post	1
Facebook Post	1
Instagram Post	1
LinkedIn Post	1
Texted a Coworker or Team	1
Wear Pink on Fridays and Post to Workplace	1
Team Huddle/Team meeting	2
Face to Face with Coworker	2
Attend the Kickoff Celebration (30 minutes)	2

In the following pages, you will find some templates you can use in your drive for LAPS.

How to log your LAPS:

Complete the form below to record your LAPS.

[Ambassador LAPS Log](#)

You will receive a weekly update from The Inside Lane informing you of your LAPS earned and other important campaign updates! You're encouraged to log your LAPS weekly, but be sure to log your LAPS by May 21st.

What's my path to the Winner's Circle?

Gain 5 LAPS, earn the **Champion for Care Prize Pack**:



Stadium Blanket

Polyester fleece, with a water-resistant backing. Features a zippered pocket and handle for easy transportation and storage.

Hot-Cold Pack

Ice sore spots and soothe away cramps. Reusable; stays warm or cold for quick pain relief.

Portable Power Bank

Make your rounds while staying charged; also great for use at the ballpark or camping.

Go the Extra Mile... The Ambassador who earns the most LAPS at the end of the campaign will head to the **Winner's Circle!**



The Ambassador who drives the most LAPS will win **BIG!**



“Pit Stop for a Tune-Up” – Relax and recharge with a one-hour massage at The Healing Touch Wellness Spa

“Victory Lap Dinner” – Refuel your tank with a dining certificate for two at the Local Chop & Grill House

“Caution Lap Tire Change” – Upgrade your tires with a manicure and pedicure treatment at Rubi Nails and Spa



THE HEALING TOUCH
Wellness SPA



RUBI
NAILS AND SPA

Templates

Below are some samples to inspire your ambassador messages. **Every message sent and post made must include the giving website: SupportRMH.org/EVGC and #FlyToTheFinish.**


Here are some tips and tricks to remember when crafting your outreach:

- **Make it personal.** Share your “why”! What inspires you to give; how have you, your department, or someone you know benefited from this campaign?
- **Share a photo!** Pictures can speak a thousand words. Hint: You can use your Why I Give statement!
- **Call to Action.** Share how peers can learn more or make a gift! Please direct peers to www.supportrmh.org/evgc and use **#FlyToTheFinish** to track your LAPS
- **Be Thankful!** Within your message, be sure to include a message of gratitude!

SAMPLE EMAIL

Subject: Join Me in Supporting Sentara RMH 

Hi [Name],

I'm proud to be serving as part of the Ambassador Crew for this year's Employee & Volunteer Gifts Campaign at Sentara RMH—*"Wings Up, Pedal Down, Fly to the Finish!"* 

I give because I believe in supporting our hospital family—and this campaign makes a real impact. It provides emergency assistance to coworkers in crisis, scholarships for professional growth, and critical resources to meet our hospital's greatest needs through the RMH Priority Fund.


If you're able, I hope you'll join me in giving. Every gift matters. Every dollar drives care forward. And 100% of what you give stays right here at SRMH.


 Give here to **#FlyToTheFinish:** www.supportrmh.org/evgc

Thank you for all you do!

[Your Name]

SAMPLE TEXT MESSAGE

Hi [Name]! I'm part of the Ambassador Crew for this year's Employee & Volunteer Gifts Campaign—*Wings Up, Pedal Down!*  If you're considering giving, here's the link:

www.supportrmh.org/evgc — it helps support staff in crisis, hospital priorities, and clinical growth. Thanks for all you do!  **#FlyToTheFinish**

SAMPLE WORKPLACE/ FACEBOOK / INSTAGRAM POST

 I'm proud to be part of the **2025 Ambassador Crew** for the Employee & Volunteer Gifts Campaign at Sentara RMH!

Why do I give? Because I believe in supporting our team and keeping our hospital strong for the future.

This campaign supports emergency financial relief for our coworkers, scholarships for continuing education, and critical advancements through the RMH Priority Fund—helping ensure we have the latest technology, compassionate programs, and excellent care.

Join me in giving: www.supportrmh.org/evgc
#FlyToTheFinish

Use the website and hashtag at the end of each post to earn your LAP!

SAMPLE LINKEDIN POST

Proud to be part of the 2025 Ambassador Crew for Sentara RMH's Employee & Volunteer Gifts Campaign.

This initiative fuels what matters most: supporting colleagues in times of crisis, advancing clinical education, and addressing our hospital's top priorities through the RMH Priority Fund.

Together, we keep our hospital strong—and our care compassionate.

Join me in giving: www.supportrmh.org/evgc
#FlyToTheFinish

Use the website and hashtag at the end of each post to earn your LAP!

Questions? Need support? Contact:

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