

2021

Ambassador Handbook

AFLAC CANCER AND BLOOD DISORDERS CENTER



Aflac
Cancer & Blood
Disorders Center
Children's
— Healthcare of Atlanta —



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THE ROLE OF THE AMBASSADOR

We are grateful to you for joining us by becoming your market's representative as the 2021 Aflac Childhood Cancer Ambassador (ACCA). The ACCA will serve as the primary contact in your market for any questions pertaining to the Aflac Childhood Cancer Campaign, including:

- The Aflac Cancer & Blood Disorders Center
- My Special Aflac Duck

The ACCA is expected, but not limited, to:

- Serving as the primary contact for answering questions about the mission and goals of the Aflac Cancer & Blood Disorders Center and the My Special Aflac Duck initiative.
- Working with the Aflac Cancer Center to generate donations at market kickoff meetings.
- Hosting market fundraisers throughout the campaign.
- Answering questions about campaign initiatives.



We are here to help! If you have any questions, reach out to Alex Faas at Alex.Faas@choa.org.

The top priority of the Aflac Childhood Cancer Ambassador is to assist in coordinating the Aflac Cancer Center statement donation drive at your Market Kickoff Meeting. Since these meetings will be virtual this year, we have developed multiple ways for individuals to donate.

To increase monthly statement donations at your meetings, you can pick one of the following ways:

1. Text AFLAC to 24587

a. You will then receive a link to increase your donations. Once you submit this form, you will automatically be entered into the raffle.

2. Fill out a Statement Donation Form and return to Alex.Faas@choa.org.

a. Electronic forms can be found at www.choa.org/ACCA or email Alex.Faas@choa.org for a copy.

Questions?

Reach out to Alex Faas at Alex.Faas@choa.org
1575 Northeast Expressway
Atlanta, GA 30329
404-785-9402

ADDITIONAL AMBASSADOR RESPONSIBILITIES

- During your spring, summer or fall meeting, not at Kickoff, encourage your market to host a 50/50 raffle, basket raffle or gift card drive to benefit the Aflac Cancer Center. Please refer to the next page for a description of additional fundraiser ideas.
- Ask your market to inform you anytime a fundraiser is being hosted to benefit the Aflac Cancer Center to ensure the correct forms are used. (If miscellaneous forms, credit card forms, in-kind donation request letters or receipts are needed, please contact Alex Faas at Alex.Faas@choa.org at least three weeks in advance to receive forms/information).
- If the opportunity presents itself at any market meeting, please give a thank you on behalf of the Aflac Cancer Center. If you would love to have a representative from the Aflac Cancer Center join one of your meetings, reach out to Alex.Faas@choa.org and we would be happy to attend virtually!
- Please ensure that no one in the market feels pressure to donate.

ADDITIONAL FUNDRAISER IDEAS

Statement Deduction Raffle

Gather auction items or gift baskets to raffle off. Agents receive a raffle ticket for every \$5 increase to their monthly statement deductions. Individuals can place their raffle tickets in a container in front of the item that they want to win. At the end of the event one winner is pulled for each item. Statement donation forms should be returned to Alex Faas. The Aflac Cancer center will work this Field Compensation to get deductions set up and reflected on the next month's statement. All deductions are tax deductible.

Needs: Statement Donation Forms, in-kind donor form

Silent Auction

Assemble auction items or baskets to have on display at your event. In front of each item, have a silent auction sheet for individuals to place their bids. At the set auction close time, circle the winner and have a table for them to claim their item and collect payment. Payment options: 1) Miscellaneous Form (If an agent wants to pay by statement deduction they can use this form to pay a set amount over a certain period of time). 2) Check (if each individual check is not made out to the Aflac Cancer Center, it will not be tax deductible) 3) Cash (we suggest collecting all cash and writing a check to the Aflac Cancer Center so you do not have to put cash in the mail). A list of winners that includes the fair market value of each item will need to also be submitted.

Needs: Silent auction bid sheet, miscellaneous form, in-kind donor form

Raffle

Assemble raffle items or gift baskets to have on display at your event. Sell raffle tickets (suggested \$5 per ticket). Individuals have the opportunity to place as many tickets as they purchase in the container in front of the gift basket they prefer to win. At the end of the event, draw one ticket from each container to announce the winner of each basket. Because cash raffles are not tax deductible, the Aflac Cancer Center is unable to provide an official tax letter for a donor's gift.

When coordinating a raffle or silent auction, please remember that all items must either be donated or paid for by the donor.

Neither Aflac Corporate nor the Aflac Cancer Center can reimburse for raffle items, silent auction items or live auction items.

- The Aflac Cancer Center is not able to reimburse expenses for fundraisers. This applies to auction items, golf tournaments and any purchases made for fundraisers.
- Never auction an item that has not been fully disclosed before the event (ex. Trips must have 100% guarantee to be fulfilled.)
- Avoid fundraisers where official licenses have to be obtained.
- Fair market value is required for all silent and live auction items.
- There is no tax credit or Circle of Care credit for raffle purchases.
- Options of payment include – miscellaneous forms, credit card payments, checks and cash. Please send all donations to Alex Faas.

Alex Faas
1575 Northeast Expressway
Atlanta, GA 30329
404-785-9402
Alex.Faas@choa.org

****Please make checks payable to the Aflac Cancer Center.****

FREQUENTLY ASKED QUESTIONS

How do you start or increase your monthly deduction?

During Kickoff season, you can text Aflac to 24587 to start or increase your monthly deductions. After January, please complete a Statement Deduction form (email Alex.Faas@choa.org if you need a copy of the form). If you are interested in joining Circle of Care, please reach out to Alex Faas for assistance.

How do you stop your monthly deduction?

If you need to stop your deductions for any reason, please email Alex.Faas@choa.org with your writing number and we will work with Field Compensation to get statement deductions cancelled for the next pay cycle. Please note that any changes to your statement must be made in writing

I would like to make a one-time donation to the Aflac Cancer and Blood Disorders Center.

Checks can be mailed to our office at our new address that is listed below. If you would like to make a donation via credit card or another form of payment, you can reach out to Alex.Faas@choa.org or call 404.785.9402

Aflac Cancer and Blood Disorders Center
1575 Northeast Expressway
Atlanta, GA 30329

I would like to host a fundraiser benefiting the Aflac Cancer and Blood Disorders Center.

Whether you want to host a golf tournament, a toy drive or set up a donation page, we are here to help! Please email Alex.Faas@choa.org and we can help make sure you have everything you need.

For any additional questions, please reach out to Alex Faas at alex.faas@choa.org

What do I do if I know a child who wants a My Special Aflac Duck?

The My Special Aflac Duck is designed for children between the ages of three and 13 who have been diagnosed with cancer. To manage inventory and ensure that My Special Aflac Duck is delivered to children in a timely way, Aflac is working with participating hospitals for distribution. Parents should contact their child's oncology hospital or treating facility to ask about receiving a My Special Aflac Duck. If the child's care team is not aware of My Special Aflac Duck, please direct them to www.aflac.com/myspecialrequest for more information and to submit a request.

How much does the My Special Aflac Duck cost? And can I buy the My Special Aflac Duck?

My Special Aflac Duck is not for sale. Aflac has made a philanthropic commitment to donate a duck to any child, between the ages of three and 13, who is newly diagnosed with cancer.

Can my market fundraise for the My Special Aflac Duck?

No, your market does not need to fundraise for the My Special Aflac Duck as Aflac has already made the philanthropic commitment. We invite everyone to join the Aflac Childhood Cancer Campaign to help raise awareness of this cause.

Does my statement contribution go towards the My Special Aflac Duck?

No, your statement contribution does not go toward the My Special Aflac Duck. All statement and employee contributions continue to go towards research at the Aflac Cancer & Blood Disorders Center. Aflac is dedicated to funding childhood cancer research and treatment, as finding a cure remains our number one priority.

Additional information can be found at <https://aflacchildhoodcancer.org/myduck>

For further questions on the My Special Aflac Duck, please contact **Alayne Gamache**, Aflac Corporate Social Responsibility Manager at agamache@aflac.com

Statement Donation Form/Employee Giving Form

Use the statement/employee donation form when an agent would like to make a reoccurring monthly gift to the Aflac Cancer Center. This donation will be taken off their writing number or e-number by Aflac Field Compensation. To stop or adjust a monthly donation, please send request in writing to Alex Faas Alex.Faas@choa.org).

Miscellaneous Donation Form

Not to be used during kickoff season. Please use the miscellaneous form if agents would like to make a donation over a certain amount of months to pay for an auction item. These are two-part forms, so you need to request them from Alex Faas (Alex.Faas@choa.org) two weeks before your event.

In-Kind Form

Use the in-kind form when obtaining a donated item from a company, organization or individual to be auctioned or raffled at a quarterly meeting. This form serves as the tax receipt for the donor. The carbon copy must be submitted to Alex Faas following the event.

Credit Card Authorization Form

Use the credit card authorization form when an agent would like to pay for an auction or raffle item using their credit card at a quarterly meeting. Please be sensitive to the card holder's information and send the forms immediately to Alex Faas by mail.

Tribute Form

Use the tribute form if an agent in your market elects to make a gift in honor of or in memory of an individual(s) to the Aflac Cancer Center. This is a meaningful and lasting way to remember an anniversary, birthday, and graduation, recovery from an illness, bereavement or other life event.

Electronic versions of these forms can also be found at www.choa.org/acca