



*My Star Is Born*

A unique digital fundraising system to  
allow patients to honor their newborns  
while you raise money for your hospital

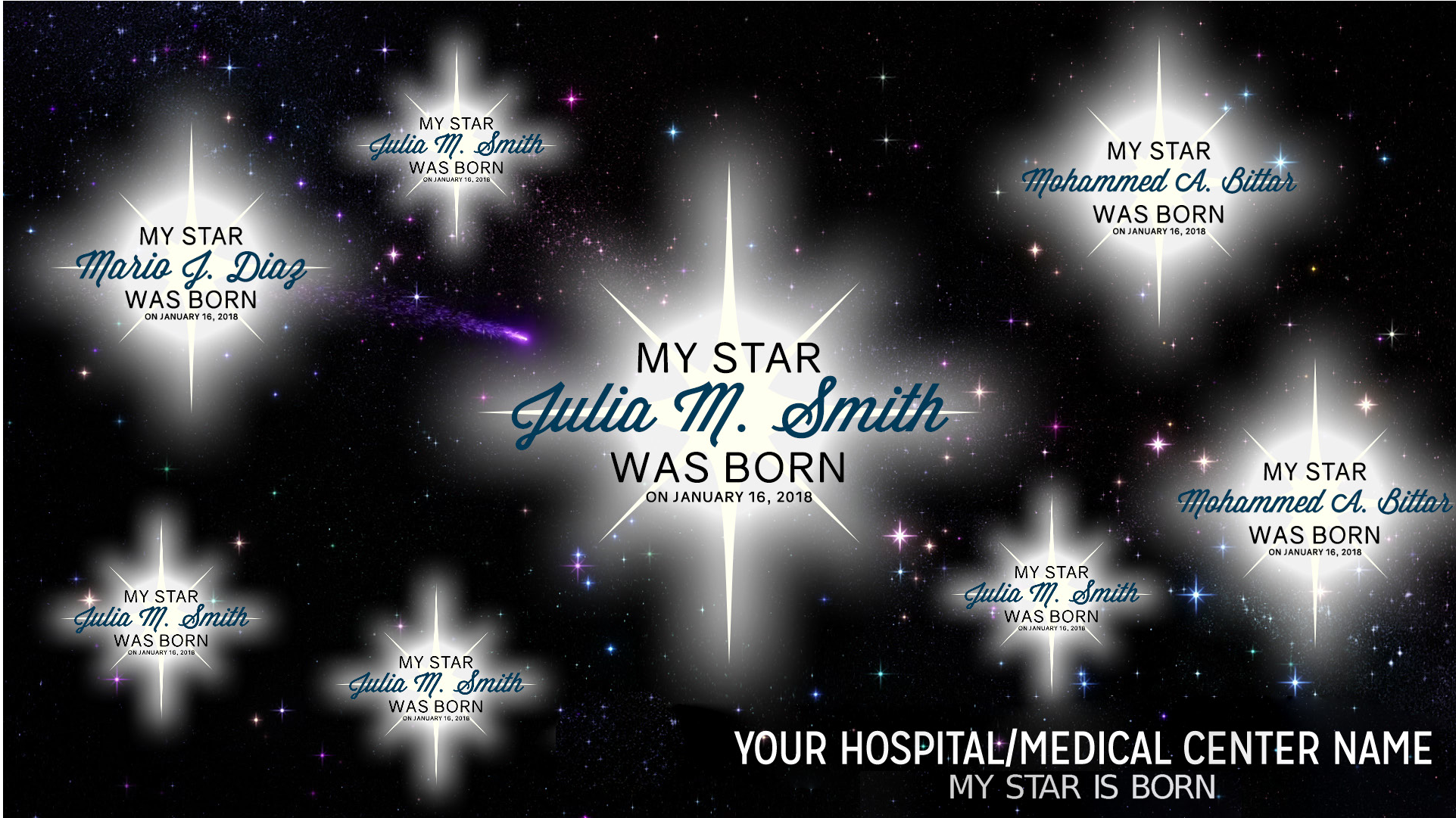
# OVERVIEW

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- ★ Pay once, fundraise forever.
- ★ Installation is digital so no additional wall space is needed as more names are added.
- ★ Full training - going forward all updates are handled by your personnel.
- ★ Costs going forward = \$0.00 except for a small annual maintenance and hosting fee.
- ★ Design and programming is customized to your institution.
- ★ Recognition has built in call to action screen.
- ★ Stars can be programmed prior to birth and go live the moment of birth.
- ★ Digital screen has 5 year warranty.
- ★ The cost of the recognition can be recouped within 2 years or less.
- ★ Based on conservative estimates you can easily raise \$25,000 to \$75,000 or more per year.

# DESIGN 1



# CALL TO ACTION 1



The stars you see are children born at  
**[Name of Your Hospital],**  
whose family & friends have made a  
donation to honor their star.

TO FIND OUT ABOUT HONORING YOUR STAR,  
**CALL US AT 555.555.5555**

OR ASK ONE OF OUR STAFF MEMBERS

MY STAR  
*Mohammed A. Bittar*  
WAS BORN  
ON JANUARY 16, 2018

**\$100**

MY STAR  
*Julia M. Smith*  
WAS BORN  
ON JANUARY 16, 2018

**\$1000**

MY STAR  
*Mario J. Diaz*  
WAS BORN  
ON JANUARY 16, 2018

**\$250**

**YOUR HOSPITAL/MEDICAL CENTER NAME**  
MY STAR IS BORN

# DESIGN 2



YOUR HOSPITAL/MEDICAL CENTER NAME  
MY STAR IS BORN



# CALL TO ACTION 2



YOUR HOSPITAL/MEDICAL CENTER NAME  
MY STAR IS BORN

The stars you see are children born at  
**[Name of Your Hospital],**  
whose family & friends have made a  
donation to honor *their star*.

To find out about honoring your star,  
**call us at 555.555.5555**  
or ask one of our staff members



\$1,000



\$250



\$100

# DESIGN 3



YOUR HOSPITAL/MEDICAL CENTER NAME  
MY STAR IS BORN

*My Star*  
**JULIA M. SMITH**  
JANUARY 15, 2018  
7lbs 16oz, 21.5in

*My Star*  
**MARIO J. DIAZ**  
JULY 22, 2018  
7lbs 16oz, 21.5in

*My Star*  
**MOHAMMED A. BITTAR**  
MARCH 7, 2018  
7lbs 16oz, 21.5in

# CALL TO ACTION 3



## YOUR HOSPITAL/MEDICAL CENTER NAME MY STAR IS BORN

The stars you see are children born at  
**[Name of Your Hospital],**  
whose family & friends have made a  
donation to honor *their star*.

To find out about honoring your star,  
**call us at 555.555.5555**  
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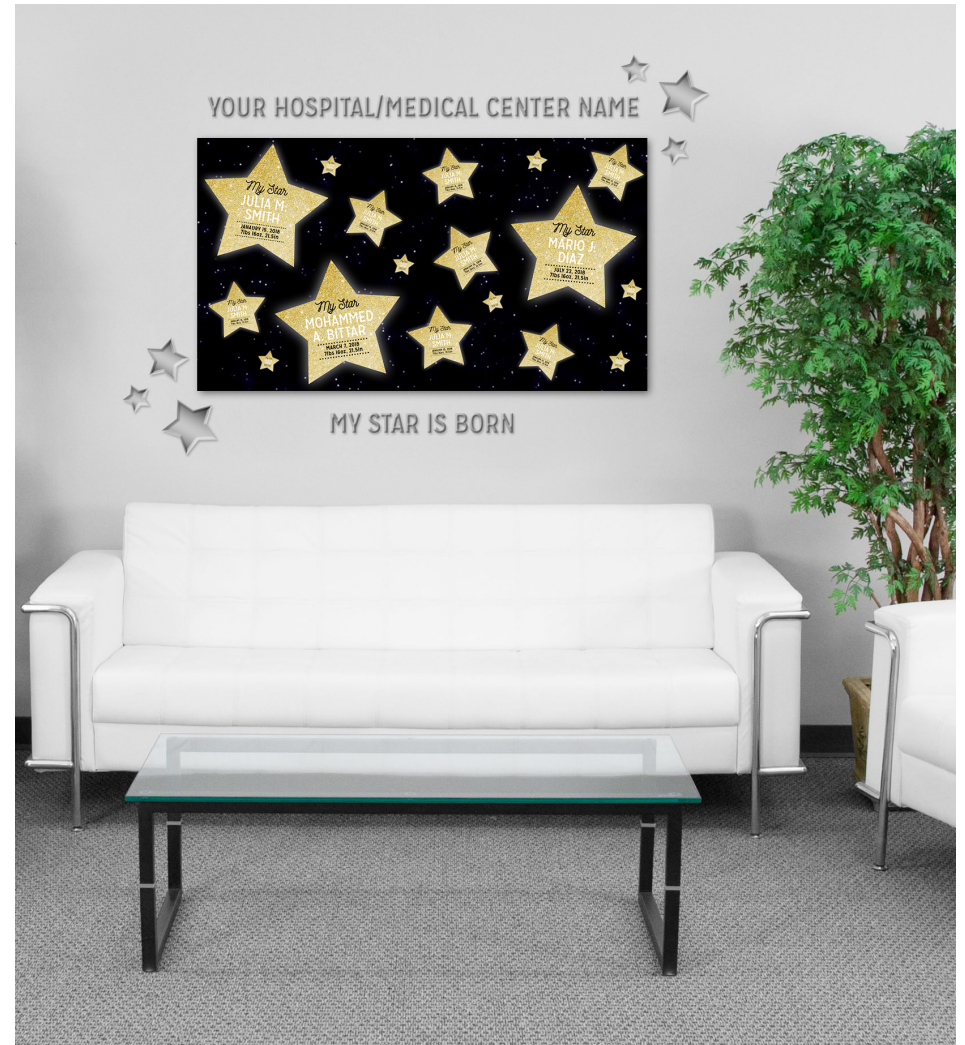




# WALL CUSTOMIZATION



The entire My Star Is Born presentation can be designed to fit within the size of the digital screen. Nothing else is needed. If you want to add additional design elements to your display - many options can be created. See below for a few examples.



# NEXT STEPS



**QUESTION:** HOW MANY BABIES ARE BORN IN YOUR HOSPITAL PER YEAR?

**LET'S SAY IT'S 2,500.**



**250 (10%)  
BUY A STAR**



**\$100-\$300  
DONATION**



**UP TO**

**\$25,000**

**-**

**\$75,000**

**IN EXTRA  
FUNDRAISING**

GIVE US A CALL TO DISCUSS BRINGING MY STAR IS BORN TO YOUR HOSPITAL/MEDICAL CENTER: **646.729.7142**