



## Helpful Hints for Volunteers

- The majority of people that will participate in the *Brighter Smiles for Brighter Futures* campaign will be your current patients. However, some people will call your office in response to various advertisements that we use in the community. Your entire office team will participate by letting the patients know that their office is volunteering their time to raise money for Project PATH, Gwinnett Medical Center's vision for the future, by donating professional tooth bleaching services in exchange for a \$200 donation. Monies are tax-deductible and will be used to purchase a ultrasound machines for the new Women's Imaging Center that will be opening soon on the Lawrenceville Campus.
- Use the enclosed desk signage to let people know that you are participating. I can e-mail you the template if you need one. You can display them in Plexiglas stands in prominent places throughout your office. Extra copies may be printed from [Brightersmiles.org](http://Brightersmiles.org).
- You will find that people who would not normally pay to bleach their teeth will do so to help a cause.
- The campaign goes from October 1, 2011 through the end of January 2012.
- Patients are encouraged to let their friends know about the campaign and that the individual does not have to be a patient of record to participate. Patients should be told that the purpose of this campaign is to raise money for charity and is not intended as a promotional event.
- If the patient is not a patient of record, we have them fill out an abbreviated medical and family history (same form that we use for emergency patients). You can also have them sign a release form.
- The Dentist will do a screening exam (if they are not a patient of record) to see that they are suited for bleaching. If they have crowns and fillings, we inform them that bleaching will not alter the filling's color – most people opt to bleach anyway.
- Gift certificates are enclosed in your packet to sell to patients. Please fill out the reverse side of the certificate at the time of the sale. Once the certificate is redeemed, please send the gift certificate to the Foundation Office.
- Checks are made to **Gwinnett Medical Center Foundation** and mailed to 1755 N. Brown Road, Suite 100, Lawrenceville, GA 30043. Please feel free to contact the Foundation Office for any questions you may have 678-312-8500, or e-mail Beverly O'Toole at [botoole@gwinnettmedicalcenter.org](mailto:botoole@gwinnettmedicalcenter.org) .
- **All credit cards** will be processed by the Gwinnett Medical Center Foundation. Credit card forms should be mailed to the GMC Foundation.

*Gwinnett Medical Center Foundation*