

The Pickle Challenge for Charity

Methodist Hospital

San Antonio, Texas



Methodist Hospital set a goal of raising \$5,000 for the HCA Hope Fund by having their people turn 20,000 complaints into 25-cent contributions and in the process have a positive and permanent impact on a more positive Culture of Ownership.

Activities include:

- » Validated VCI-17 Culture Assessment Survey administered separately to management team and all employees
- » Kick-off event with leadership team including differential analysis of Culture Assessment Surveys
- » Pickle jar decorating contest
- » Silent auction for pickle baskets, pickle bake-off, and other additional fund-raisers
- » Crazy pickle sock day, pickle t-shirt day, and other attire-related challenges
- » Pickle posters and decorations around the hospital

- » Pickle photo booth with name badge stickers and picture frames
- » Pickle videos for staff members to challenge each other
- » Patient tray liners, huddle pledge cards and other ways of keeping the challenge visible
- » Intranet page, newsflash weekly, and daily mobile blast with the pickle slogan
- » Share success stories and videos on the HCA Nursing Facebook page
- » Engage medical staff, patient advisory committee, volunteers and other key groups

“The Pickle Challenge for Charity is a wonderful way for us to have fun while reminding each other to bring our best selves to work every day, and to support the important mission of the HCA Hope Fund in the process.”

Jane McCurley, Chief Nursing Officer
Methodist Hospital and Methodist Children’s



The Pickle Challenge for Charity is a
Values Coach solution.
Details at PicklePledge.com