

Tips and Best Practices for the UNICEF Change for Good Program:

Change for Good (CFG) on American Airlines wouldn't be the amazing success it is without our Champions for Children volunteers. Thanks to their support throughout the years, the program has raised over \$16 million for UNICEF since 1994!

Here are a few tips and best practices that Champions can follow that are essential to their success:

- **On video-equipped aircrafts, always play (or ask the Purser to play) the in-flight video prior to collecting.** This video has proven to be very effective, as it includes interesting facts, has inspiring imagery, and shows Champions in action both on a field visit and collecting in-flight.
- **Collect for UNICEF 30-minutes before landing.** Please try to show the video and make the UNICEF PA 30 minutes before landing, when all cabins have completed their follow-on service and the headsets/video units have been picked up. Don't hesitate to communicate with the cockpit crew during the flight and before breaks on the estimated landing time to avoid shortage of time due to unannounced arrival time. Ask during the flight if there are any reports of turbulence on descent in order to properly coordinate time with the Purser for the UNICEF collection.
- **When applicable, be cognizant of sleeping passengers.** On early morning arrivals, wait for the Captain or Purser to make their "Good Morning PA," before you make your UNICEF PA. If Captain/Purser do not intend to make a PA by 25 minutes before landing, then proceed with making your UNICEF PA and collecting.
- **Please refrain from counting the collections and announcing the amount collected over the PA.**
- **Remember to mark your base on the back of the collection bag.** When working a trip pairing through another base and depositing CFG collections there, remember to always check off your own base on the bag, regardless of the deposit base. This ensures that your base gets credit for the amount collected each month!
- **Follow the Buddy Witness System procedure.** A Buddy Witness is another individual (i.e. Champion, Flight Attendant, other crew member) who will serve as a witness following a Champion completing a collection process and sealing the pouch. As a reminder, Champions must seal the collection bag immediately following their CFG collection. Champion and Buddy Witness both sign the back of the bag on designated signature lines. On a return flight after a layover (overnight), Champion must show their original Buddy Witness the same, sealed, signed bag from the outbound flight. Champion must offer to the crew the opportunity to accompany them to the UNICEF safe (if interested). This procedure is in place to ensure the integrity of the program and to protect Champions.
- **Encourage other flight attendants to join the program in pre-flight briefings on all flights!** If no crew briefing, you can make a pre-flight P.A. to the crew to identify yourself as a Champion, inform them that you plan to collect and use the BWS, and offer to help sign up anyone who would like to be a Champion.