



## Business Fundraising

Amplify Austin Day is our community's annual day of giving. The 24-hour call to action has raised over \$35M for hundreds of local organizations and provides an easy and fun way for our entire community to give together.

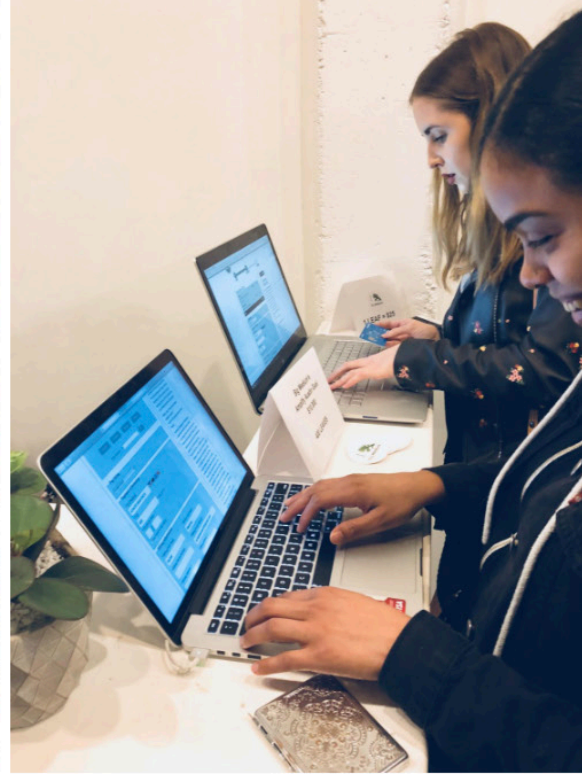
As an Amplify Austin Day Business Fundraiser, you are empowering your employees to give back to the community where they live, work, and play. Businesses can also match those employees' passions by offering matching dollars during Amplify Austin Day.

Local businesses who participate in Amplify Austin Day inspire the people of Austin and their neighbors to make a difference in their community by connecting employees with causes they are passionate about.

Business Fundraising on the AmplifyATX.org platform provides an easy, fun and efficient way for your entire company to give together while helping local nonprofits.

***In 2018, businesses raised \$1.1M of the overall \$10.3M for local nonprofits, a 20% increase over 2017.***

**I Live Here  
I Give Here®**



# Benefits

## AMPLIFY AUSTIN DAY EMPLOYEE CAMPAIGN SERVICES:

- One-on-one tailored customer experience for your business with support offered throughout the campaign
- Campaign tools dashboard like posters, toolkits, and employee engagement activities
- Annual auto-renewal service
- Based on preference, ILHIGH can help facilitate transmittal of matching funds, if businesses choose to provide a match

## I LIVE HERE I GIVE HERE PROGRAM EXPERIENCES:

- Invitations to Amplify Austin Appreciation Event to celebrate
- Top Ten Business Fundraisers invited to send employees to annual programs: See Jane Give, Give Back Jack, and the Board Internship Program

## BUSINESS ENGAGEMENT:

- Opportunity to schedule I Live Here I Give Here lunch and learn or giving presentation
- Individualized impact and media report for Business Fundraisers whose employees give over \$20k
- Custom social media campaign for Top Five Business Fundraisers and inclusion in Amplify Austin Day press release
- Year-Round campaign support and toolkits for employee giving on AmplifyATX.org. Opportunities include Giving Tuesday, holiday giving, team fundraising and more!

