

# FUNDRAISER TIPS

## *Businesses*

### GET STARTED

Recruit a few volunteers from your organization, ideally from different departments. Encourage influential leaders to donate first and get involved.

Register: [fundraise.nbcf.org/Partners](https://fundraise.nbcf.org/Partners)

Contact Us:

- Email: [fundraising@nbcf.org](mailto:fundraising@nbcf.org)
- Phone: (972) 248-9200

### GET CREATIVE

Make your fundraiser fun, inspiring, and impactful. Consider ways to make it unique to your organization, its mission, and any personal connections.

- Have an Office Pink Day
- Sell T-Shirts
- Plan a Team Building Event
- Host a Tournament or Concert
- Do a Bake Sale, Cook-Off, or Pancake Breakfast
- Ask your Company to Match Employee Donations

### GET FRIENDLY

Tell others why your organization is passionate about Helping Women Now. Share when, where & how they can help.

- Send Employee Emails
- Leverage Social Media
- Update Email Signatures
- Give Staff Notes and Candy
- Attach Flyers to Payroll Checks
- Post Flyers in Breakrooms, Restrooms and Elevators
- Update your Website, Newsletters and Emails

### ENGAGING EMPLOYEES & CUSTOMERS BY GIVING BACK



A 2016 study revealed that employees want jobs that allow them to bring their passions for social & environmental issues to the workplace.



64%

64% of employees feel their work and personal lives are becoming increasingly blended.



80%

80% of consumers would buy a product from a brand with stronger social commitments.

### IMPACTFUL FUNDRAISERS



#### GOLD'S GYM

Created a bench press challenge to engage their members and raised \$11,480.



#### MUNZEE

Asked customers from around the nation for \$10 donations and raised \$36,000.



#### SERVICE KING

Hosted an employee fundraiser selling custom t-shirts nationwide, raising \$190,905.