



## Business Fundraising Tips

Your business can make an incredible impact on people with cancer in our community through support of the Walk for Wellness House! Here are a few ideas to jumpstart your fundraising:

- Invite employees and clients to join or donate to your Walk for Wellness House team. You can create separate teams by department and have a competition to see which team can raise the most funds and/or recruit the most walkers.
- Set a goal for your team/company and form a committee to brainstorm a strategy.
- Host a kickoff party to get your team started. Wellness House staff may be able to attend to share information and help people register.
- Encourage your team members to update their personal fundraising page with their story. Personal stories will engage their donors and increase donations.
- Plan a dress-down day or spirit day – employees make a \$5 donation to wear jeans or their favorite sports jersey. Figure out what would be appropriate and fun for your team.
- Send out a letter/email to your vendors and clients and ask them to make a donation to support your efforts. Inboxes get full...send frequent reminders!
- Put a link to your fundraising page in your email signature.
- Post on LinkedIn about your involvement with Wellness House. Great PR for your company!
- Put announcements on your company intranet or in newsletters. Spread the word about your participation in the event.
- **Does your company have a matching gifts program? If so, make sure all employees know to submit their personal gifts for the match. Watch those donations double!**

### Your Support Matters...

- **Since 1990, more than 45,000 people with cancer and their family members have received education and support from Wellness House**
- **All programs at Wellness House are provided *free of charge***
- **Programming is funded entirely by contributions from businesses, foundations and *generous people like you!***