

Corporate Fundraising Ideas

Invite employees and clients to join your Step It Up for Clearbrook Team. You can create separate teams by departments. Host a competition to see which team can raise the most money or recruit the most runners/walkers.

Set a goal for your company and form a committee to brainstorm a strategy on how to achieve it.

Host a kickoff party to get your team started.

Encourage your team to update their fundraising page with their story. Personal stories will engage their donors and increase donations.

Plan a dress-down or spirit day. Have employees donate \$5 to wear jeans or their favorite sports jersey.

Send out a letter/email to vendors and clients and ask them to make a donation to support your efforts.

Put a link to your fundraising page in your email signature.

Post on LinkedIn about your involvement.

Put announcements on the intranet or company newsletters. Get the word out about your participation!

Does your company match donations? Make sure all employees know about it!

Use incentives to encourage people to fundraise. Some ideas include lunch with the CEO, a day off for the top fundraiser, a punch card to dress-down for those who raise over a certain amount, lunch for everyone who reaches a certain fundraising goal.

Send reminder emails to your team members and potential donors. Inboxes get full so don't get lost in the shuffle!

Need more ideas? Have questions?

Contact us at step@clearbrook.org or visit step.clearbrook.org.

Fundraise as a group by hosting various events. A few ideas:

- Bake sale in the lobby of your building.
- Host a happy hour at a bar close to your office. Have a silent auction, raffle and/or pub trivia challenge to raise funds.
- Set up a donation box in a busy area of the office where people can donate spare change.
- Brown bag lunch: have everyone bring their lunch from home and donate what they would've spent to eat out. Have everyone eat together and make it fun!
- Host a golf or bowling tournament with clients and vendors.
- Invite a consultant (Mary Kay, Pampered Chef, Stella & Dot, etc.) to host a party in your office over the lunch hour. Ask them to donate a percentage of the proceeds to Clearbrook.

Plan a party to celebrate the success of your team. Thank members for participating and donors for their support.



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