



# 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.

Contact Us: [fundraising@nbcf.org](mailto:fundraising@nbcf.org)

## 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



### THE 12

Created a team fitness challenge using NBCF's online fundraising platform and raised \$58,000.



### MORGAN STANLEY

Hosted an employee fundraiser for Breast Cancer Awareness Month with different initiatives throughout the month like "Paint the Office Pink" and raised \$16,000.



### RDO

Sold breast cancer awareness inspired hats to employees & customers raising over \$150,000 in their three years of partnership.