

GETTING YOUR COMPANY INVOLVED: FORMING A CORPORATE TEAM

How to start a Corporate Team

- Get permission and buy-in from your company leadership.
- Announce your fundraising efforts and corporate team on your company newsletter or employee website.
- If you can get your CEO/Senior Executive Champion to write a letter of support that should be posted as well.
- Host a sign up day or company kickoff to get employees to join the team and learn more about fundraising for the Walk.

Can my company support the team?

- Ask about matching gifts: Doubling of employee donations is a quick and easy way to raise money.
- Ask your employer to sponsor the team with a corporate gift.
- Recruit an Executive Champion to lend his or her name to your efforts.
- Ask your employer to donate PTO time or a fun incentive to give to your top fundraiser.

