



Corporate Support

The workplace is a wonderful way to gain support and raise additional funds. The possibilities are endless, so we recommend that you meet with your HR or Community Relations department to learn about the specific options for your office. To help get you started, below are a few of the most common ways Walkers utilize their workplace:

Spread the Word and Recruit Walkers

Raise awareness about your efforts and recruit fellow coworkers in the following ways:

- Post an article on your intranet site
- Writing a blurb for your internal employee newsletter
- Create table tents about the Walk to display in your cafeteria
- Create a slide about the Walk to be displayed on TV monitors and/or in elevators

Fundraise

Consider one of the following ways to raise funds at work:

- Request a casual day where fellow employees can donate \$5 to wear jeans on a Friday
- Ask your boss if he/she will match what you and/or your team raises
- Ask your company to sponsor each employee who participates for \$25
- Include a call for donations/participants in your company's newsletter
- Leave event postcards on the tables in your cafeteria
- Organize a potluck where colleagues bring in dishes and coworkers donate \$5 for lunch

Matching Gifts

Many companies offer corporate giving programs that match their employee's donations. Simply obtain the necessary paperwork from your HR department, complete the donor section and send us the completed forms along with your gift. Don't forget to ask your donors if their gifts can be matched. For a list of companies with matching gift programs, please visit <http://lesturnerals.org/get-involved/matching-giftsworkplace-giving/>.

Corporate Sponsorship

The Walk provides a perfect opportunity for companies of all sizes to get involved in the community. Given the size and reach of the event, corporate sponsorships can provide excellent marketing opportunities, with brand exposure on our website, banners, t-shirts, etc. More importantly, we can credit all sponsorship gifts to teams while still providing the sponsorship perks to the company. It's a win-win for everyone! If you're interested in proposing a sponsorship to your workplace, please contact Maria Zeller Brauer at mzellerbrauer@lesturnerals.org.