Corporate Fundraising Ideas

There are many ways you can support the Walk for Wellness House through your business. Here are a few ideas to get you started:

- Invite employees and clients to join 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.
- Put a link to your fundraising page in your email signature.
- Post on LinkedIn about your involvement with Wellness House.
- Put announcements on your company intranet or in newsletters. Spread the word about your participation in the event.
- Does your company match gifts to Wellness House? If so, make sure all employees know to submit for the match. Watch those donations double!
- Use incentives to encourage people to fundraise. Think about what would motivate your employees. A few ideas:
  - Lunch with the CEO for the top fundraiser
  - A day off for the top fundraiser
  - A punch card to wear jeans (or other dress-down option) for people who raise above a certain amount.
  - Lunch for everyone who raises a certain amount.

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- 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 Wellness House.
- Send reminder emails to your team members and potential donors. Inboxes get full – don’t get lost in the shuffle!
- Plan a party to celebrate the success of your team. Thank members for participating and donors for their support.

Need more ideas? Have questions? Walk@Wellnesshouse.org or 630-654-5112.

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