



**GIVE  
MORE 24!**

COMMUNITY FOUNDATION SOUTHWEST WASHINGTON

GENEROSITY   
**RISING**

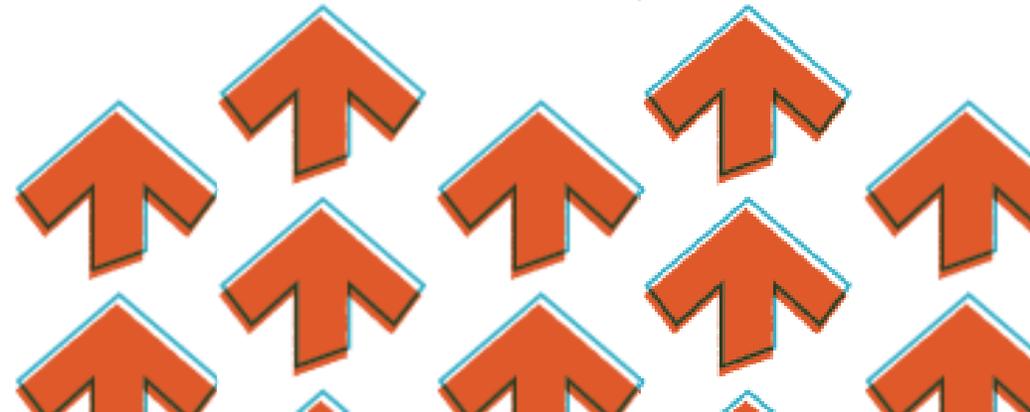
# Business Fundraisers

# What is Give More 24!?

## A 24-hour giving marathon

Give More 24! is southwest Washington's largest day of online giving. Since 2014, local nonprofits and community members have raised more than \$12 million through Give More 24! How? We make giving fun. Social media contests, matching funds and nonprofit prizes entice people to give to and raise funds for their favorite causes.

[READ MORE ABOUT OUR IMPACT](#)



# Give More 24! allows businesses and teams to cultivate good vibes.



## Engage your employees and support local causes.

By creating a free [Business Fundraiser](#) page, you can share information about your corporate philanthropy programs and encourage employees to donate to participating nonprofits. Your profile becomes a hub for employees to join in the excitement of Give More 24! and cheer each other on.



# Companies find tangible benefits.

## Internal Benefits

### EMPLOYEE ENGAGEMENT

Your employees can feel greater satisfaction in their work and stronger connection to your mission when they give back alongside you. The opportunity also fosters productivity and pride in their work.

### TEAMWORK & MORALE

When your corporate giving program brings people from all levels of your organization together, everyone can come together, build deeper relationships and feel like they are working toward a common goal.

## External Benefits

### VISIBILITY & REPUTATION

By participating in the giving day, the community sees your company in a positive light. Research shows that consumer decisions are increasingly based on how people feel about a company or brand.

### COMMUNITY IMPACT

Nonprofit organizations are the backbone of our community and operate on tight budgets. Your company's support builds their capacity to grow their programs and spread their reach in our region.

# How to get involved.

## Phase One: PREPARE

- Email [GiveMore24@cfsww.org](mailto:GiveMore24@cfsww.org) to register for a Business Fundraiser page.
- Check out this helpful support article on [how to access and edit your page](#).
- Assign a point person or small team of employees who can serve as your company's giving day "lead" or committee.
- Use our [business fundraisers toolkit](#), [logo and graphic downloads](#), and marketing templates to support a plan that works for you and your team.



# How to get involved.

## Phase Two: PROMOTE

- Build out a social media plan to promote your efforts utilizing our [ready-made templates](#).
- Integrate Give More 24! into your marketing mix (i.e. POS, email, signs, check presenters, etc.).
- Create a custom product, promotion or experience with a giving or cause theme.
- Use one of our [creative giving day engagement ideas](#) to host a fun event for your stakeholders.
- Tell employee stories about their plans to engage and participate in your giving day activities.



# How to get involved.

## Phase Three: PARTICIPATE

- Share the link to your business fundraiser page with your stakeholders through email blasts, social posts and other marketing efforts.
- Remind employees [how to select your business name](#) during checkout so you can track your team's participation.
- Encourage your team to get involved with special incentives, contests or games during the day, and share the fun on social media.
- Donate a portion of your proceeds to a nonprofit of your choice.



# Your team is ready. Now what?

## Contact Us

We're here to help you create your business fundraiser page and guide you through the process of shaping a successful employee giving campaign.



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