

Ways Businesses and Their Employees Can Support Phoenix Day

Fund Raising Ideas

- ❖ Employees that volunteer XX number of hours at Phoenix Day the corporate office will donate XX number of \$\$ or paid leave hours to employee.
- ❖ Round-up or cut-out programs - Encourage your customers to round-up to the nearest dollar and/or have them donate \$1.00, the donors name can be showcased on a special in-store cutout reflecting their generosity.
- ❖ Promote the Welfare Tax Credit where a personal donation of up to \$200 could qualify as a dollar-for-dollar return from the Arizona Department of Revenue.
- ❖ Cash Gift in honor/tribute (i.e. congratulations, holidays, recognition, anniversary, or Happy Birthday, etc.) for employee or client.
- ❖ Cause-related marketing promotions - Donate a percentage of sales for a specific period of time. (For example, a holiday time period, grand opening celebration, etc.) Or, set up "wishing wells" or other "change/money" collection tools for a specific time period.
- ❖ Organize grass-roots fund-raising drive among your employees and clients - have co-workers, neighbors, family and friends contribute peanut butter and jelly for our pantry, diapers for our infant room or school supplies for the preschoolers.
- ❖ Organize a special event - Bowl-A-Thon, Car Wash.
- ❖ Encourage employees/clients to direct their payroll deductions through United Way to benefit Phoenix Day by selecting "results that matter" or writing in the United Way #4000.
- ❖ Suggest to your employees the option of having a "dress down" day for a fee that benefits Phoenix Day.
- ❖ Commit to public service campaign/awareness support for Phoenix Day through television spots, radio spots, newspaper advertisements, or other print or broadcast media group.
- ❖ Insert Phoenix Day awareness into payroll and accounts payable mailings.
- ❖ Post a Phoenix Day Web site Banner that links to Phoenix Day Web site.
- ❖ Having a birthday party or a wedding shower? In lieu of gifts, suggest guests make a contribution to Phoenix Day in your name.

More Ideas – have some fun at the office to benefit Phoenix Day...

- Teacher baby picture contests
- Guess the weight of the principal or jellybeans in a jar
- Bake sales
- Holiday parties
- Crazy hat days
- Walk-A-Thons
- Craft sales
- Talent contests
- Fashion shows

For more help in brainstorming ideas or if you need support to get a program off the ground, please call Kathy Anthony at 602-252-4911