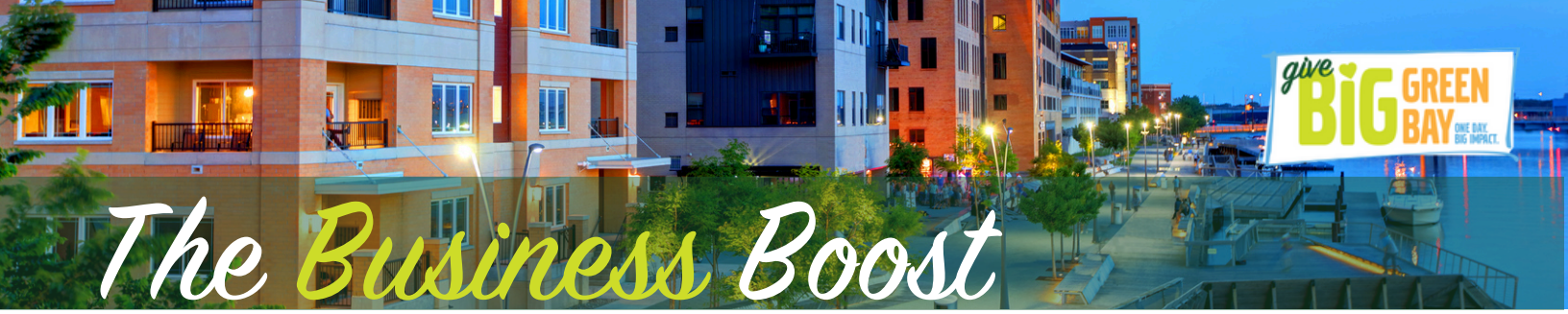

The Business Boost

Rally your employees around the power of collective giving during Give BIG Green Bay! The following tips and tricks can help get you started.

SPREAD THE NEWS

Announce your participation in an email or newsletter to your team. Share the Give BIG Green Bay website, with instructions on when and how to give.

EMAILS • NEWSLETTERS • SOCIAL MEDIA • FLYERS • WORD OF MOUTH

SET GOALS & CELEBRATE

Set goals, share the progress and offer fun incentives to encourage participation. The sky's the limit on how you can engage your employees and encourage philanthropy around Give BIG Green Bay! Check out our ideas below.

EMPLOYEE PARTICIPATION RATE • TOTAL DONORS • TOTAL DOLLARS RAISED

MOTIVATE WITH A MATCH

Consider offering a match from your business for all donations made to your campaign. We've found matching gifts can amplify giving by 3 times!

AMPLIFY THE IMPACT

4 WAYS TO ENGAGE YOUR WORKPLACE

Cater a lunch or snack break, host a potluck, or have a dessert party to celebrate giving!

Make it a casual day and allow staff to dress down for a donation to a participating nonprofit.

Pass out "I Gave" stickers to those who give to celebrate their contributions.

Make it a competition between departments to see who can raise the most and offer a prize!

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