



## **Corporate-focused Fundraising**

There are many companies that actively support charities and have special budgets set aside for that purpose. In fact, many corporations *must* donate some amount of money each year. Talk to your friends in the corporate world and find out your target company's protocols and procedures for donating. When making your appeal, focus on the benefits *to the corporation* that come with each donation, such as:

- It's good P.R. for the company to be involved in helping athletes with physical disabilities pursue a lifetime of physical activity and sport.
- It's tax deductible! (CAF Tax I.D. #: 33-0739596).

## **Matching Gifts**

Many companies now match donations made to charities by their employees. While each company has its own policy, some even go dollar for dollar! Be aware of the company's schedule, however, because if the company doesn't cut a check until the end of the year, you may not reach your goals as specified in the timeline.

Also, keep careful track of matching gift pledges and accurately capture contact information for the person with whom you're dealing.

## **Participant Sponsorships**

We can help provide recognition to the companies that donate directly to a participant's fundraising minimum. Their company logo will be included on event signs, bike signage, in our online rider magazine and even on nametags. If you're a business owner or executive don't be afraid to ask your business associates to support you – it's amazing what you can accomplish when you try!