**Employee Engagement Program**

**Coordinator Guide**

**2019-2020**

**Pg. 1: Welcome to the Team**

**Did you know that…**

more than 270,000 women and men in the U.S. are expected to be diagnosed with breast cancer this year? **It’s a matter of *when*, not if, someone in your workplace will receive a breast cancer diagnosis.**

At Susan G. Komen, our mission is to save lives by meeting the most critical needs in our communities and investing in breakthrough research to prevent and cure breast cancer. We have long been a trusted health care partner for breast cancer patients, survivors, and their support systems across the country.

Building on that legacy, we have developed **innovative employee engagement programs** that deliver **transformational impact**. We are moving beyond consumer awareness and fundraising, to being **co-collaborators with employers.**

Thank you in advance for your efforts. This guide will provide the basic principles of running a successful employee engagement program. Our partners on the ground leading the employee engagement program are the key to success. You are a frontline volunteer who raises awareness about the vital role Susan G. Komen plays in the community. Together with passionate supporters like you, we’re saving lives and making progress in the mission to end breast cancer forever.

**Pg. 2: How your employees can be a part of the vision of world without breast cancer**

By teaming up with Susan G. Komen, your employees will make a meaningful impact in the fight to end breast cancer – as well as learn how to better support their co-workers, friends, and family members who have been impacted by breast cancer.

* Educate: Employ Komen’s turn-key wellness programs to provide employees with breast health education and support should they or a loved on face a breast cancer diagnosis.
* Empower: Provide your employees with direct access to virtual, hybrid and in person community-based volunteer opportunities that expand Komen’s impact on your communities.
* Engage: Use Komen’s turn-key fundraising ideas and technology or create your own fundraiser to fund transformational research and address breast cancer health inequities.

The following employer centric tool kits will provide your company with the resources you need to run a successful employee engagement campaign. Click the icon to access the tool kit that matches your company’s goals.

[Hyperlinked Icon] [Hyperlinked Icon] [Hyperlinked Icon]

Wellness Programs Volunteer Fundraise

**Pg. 3: We’re on a Mission**

Since our founding, Susan G. Komen has been leading the fight to create a world without breast cancer. After nearly four decades we remain committed to doing everything we can to save lives from breast cancer— but we know we cannot do it alone. Thank you to the researchers who partner with us to discover new, more effective treatments, the countless people working on the frontlines to help care for those facing the disease today, and the policymakers who work to create more equitable access to health care. Thank you to our corporate partners, donors and thousands of individual advocates, volunteers, and fundraisers who fuel our mission and make our work to save lives possible.

**Pg. 4: Table of Contents**

Company Champion Role

**Pg. 5: Company Champion Role**

We want to make this a simple, easy to execute program for you. This is designed for you to execute for the entire company, or you can organize a committee of fellow employees, depending on your vision.

**Step One: Commit**

* Determine a timeframe for your Employee Engagement program, six weeks is a best practice, but we’ve also included one-day activation opportunities for consideration.
* Determine if any internal approvals are required to launch the effort.
* Determine goals and how the company might support the effort.

**Step Two: Rally the Team**

* Determine who will help plan and launch the program.

**Step Three: Set-Up Donation Collection**

* Use Komen fundraiser technology to set up
* Recommend Fundraiser Name “Company Name”
* Download the app to stay on top of fundraiser success, scan any checks

**Step Four: Host Program**

* Share information from Komen with your employees on breast health, the signs and symptoms of breast cancer and where to find resources.
* Raise critical funds for breast cancer
* Share progress, pictures throughout the event

**Step Five: Event Wrap-up**

* Share event results with company as appropriate
* Scan any checks on the app or mail to: Susan G. Komen (add address)
* Connect with HR to make sure the Komen Patient Care Center information is on file at your company for anyone who needs help with a breast cancer journey

**Pg. 6: Here are some ideas of how you engage others in your company to join in this program.**

1. **Create a committee:**
   * Have individuals from different departments, locations, geographies who can help encourage colleague to colleague participation.
2. **Identify a senior leader to be an Executive Sponsor:**
   * The Executive Sponsor rallies the workforce, approves fundraising motivation and most likely will set a corporate match or donation to support the effort. Make sure to ask for one.
3. **Identify Ambassadors:**
   * Ambassadors can help talk about Susan G. Komen with staff and ask them to consider participating

**Pg. 7-8: 6 Week Campaign Timeline and Checklist**

Below is a timeline to help guide you through the planning and activation of the Employee Engagement program, but you’re not on your own! Your Susan G. Komen team will help you tailor this timeline to fit your company’s campaign goals.

1. WEEKS

* Determine length and dates you will run the Employee Engagement program.
* Determine the goals. What is the financial goal, participation goal, mission goal, physical activity? Is it just one goal or a combination of several? Your Komen partner can help you craft your vision.
* Inform Komen you are hosting a fundraiser by connecting with your local Komen Staff Partner or emailing [fundRaise@komen.org](mailto:fundRaise@komen.org)
* Determine technology to collect donations. Note: Komen has turn-key contact-less fundraising, breast cancer education and physical activity tracking options to support your effort. View technology section on how to access these tools.

1. WEEKS

* Recruit your committee. Colleagues who represent different departments, geographies, can help rally peer to peer engagement and willing to help plan the event.
* Secure Executive Sponsor: Someone who can rally the workforce, would personally or corporately support the effort through a match, hosting a function with top fundraisers.
* Begin regular Susan G. Komen team meetings
* Identify corporate gift, sponsorship, matching challenge, executive challenges and company fundraising motivators. For example: A company gift of $x to start the effort, A company gift of $X for each fundraising individual, a company match for each employee that donates $X, a match dollar for dollar to $X. Motivators: ½ PTO day for everyone who raises $X, Virtual lunch with CEO for everyone who raises $X, Gift Card for $x, Raffle of giveaways for anyone who $x

8 WEEKS

* Develop the ramp up – What works for your company? Do you need to promote for a couple of weeks or days, how do you communicate? Email, QR codes, slack, etc.
* Develop calendar of events and activities.

6 WEEKS

* Start sharing information from Komen with your employees on breast health, the signs and symptoms of breast cancer and where to find resources. Turn-key assets available for you to use.

4 WEEKS

* Recruit employees to share their personal why stories during the giving timeframe
* Share internal communications plan emails, digital assets and Komen information with communications team

2 WEEKS

* Brief executive sponsor and department leaders
* Finalize fundraising motivators for day of giving participants and leaders

1 WEEK

* Review challenge timeline, goals and employee stories

LAUNCH

* Host a virtual, in-person or hybrid kickoff event. Keep it to one hour. Have your Executive Sponsor and committee share why your company has partnered with Susan G. Komen to end breast cancer. Share how employees can give, incentives, day of challenges and fundraising goal.
* Deploy Ambassadors to talk about Susan G. Komen with staff and ask them to consider participating
* Execute day of communications, updates, leader boards, motivator reminders, mission messaging.
* End of day update and how to get in those last minute donations by end of week. Note: Leave the fundraising open through end of the week, as there will always be a couple of key folks who wanted to participate but could not.

POST

* Celebrate success
* Thank donors, committee and executive champions
* Scan any checks on the app or mail to:

Susan G. Komen

Enter mailing address…

* Connect with your companies HR to make sure the Komen Patient Care Center information is on file for anyone who needs help.

**Pg. 9-10: One Day, *Day to End Breast Cancer* Campaign Timeline and Checklist**

The concept for *Day to End Breast Cancer* is for your company to set a vision and a fundraising goal for a one-day effort.

4 – 6 WEEKS

* Determine the date you will run *Day to End Breast Cancer* campaign
* Determine the goals. What is the financial goal, participation goal, mission goal, physical activity? Is it just one goal or a combination of several? Your Komen partner can help you craft your vision.
* Inform Komen you are hosting a fundraiser by connecting with your local Komen Staff Partner or emailing [fundRaise@komen.org](mailto:fundRaise@komen.org)
* Determine technology to collect donations. Note: Komen has turn-key contact-less fundraising, breast cancer education and physical activity tracking options to support your effort. View technology section on how to access these tools.
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* Plan the day and what you would like to do during the day of fundraising

2 WEEKS

* Develop the ramp up – What works for your company? Do you need to promote for a couple of weeks or days, how do you communicate? Email, QR codes, slack, etc.
* Develop calendar of events and activities.
* Start sharing information from Komen with your employees on breast health, the signs and symptoms of breast cancer and where to find resources. Turn-key assets available for you to use.
* Recruit employees to share their personal why stories during the giving timeframe
* Share internal communications plan emails, digital assets and Komen information with communications team

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* Brief executive sponsor and department leaders
* Finalize fundraising motivators for day of giving participants and leaders

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**Pg. 11-12: Fundraising Ideas for the *Day to End Breast Cancer* Campaign**

Only your imagination can limit the fundraising ideas. From turning the hair pink of an executive who’s department raises the most money to a good old fashioned dress down day – everything is possible.

Think about your fundraising in three ways:

Executive: Identify an executive champion to rally the workforce for your effort. Ask them to make a donation, to support company participation and to be a visible donor. They can also ask other executive leadership to support the effort within their teams.

Company: Ask the company to support your effort by matching the effort, increasing the company employee matching program for the one day effort or making a donation in support of the effort. The company may also want to ask vendors to donate to their effort and increase the impact that can made for Komen’s mission.

Employees: Select a fundraising idea and promote it with clarity. That idea can be each department come up with their own fundraiser or a single idea for the entire company. Make sure the message is clear how to donate, what is expected, the impact of their donation and have fun while raising funds.

**Fundraising Thought Starters:**

**40 Challenge:**

To encourage others to support your fundraising, here’s a *40 challenge* to help inspire a more personal connection to breast cancer. None of us can find the cures for breast cancer alone, but with all of us working together, we know it is possible! When your co-workers understand the impact, they will want to help you reach your goal—and, united, end breast cancer forever.When you make an ask, encourage employees to donate $40, because: 

* 40 women in the U.S. will lose their life to breast cancer in an 8-hour workday.
* Black women are 40% more likely to die of breast cancer than white women.
* 40% of Susan G. Komen financial assistance requests are for individuals in treatment are for basic needs like housing and food.
* 40% of Susan G. Komen Breast Care Helpline callers are under insured or uninsured and don’t have access to the care they need.

**Host a Lunch and Learn:**

* + Consider a lunch and learn, hosted by internal champions/committee, and use the pre-taped Komen Breast Cancer webinar, or Komen presentation/script to share live saving information.
  + Raise donations by making a company donation for every attendee, having the committee pull together a raffle/auction (following local ordinances), ask for a donation for Komen and the company provides lunch. (vouchers/online can be used for virtual events)

**Pink Wig Challenge:**

* + Post photos of department or employee champions on your internal website and allow employees to vote for their favorite pink wig wearing employee. Considering asking for $1 a vote to help support your fundraising and the employee with the most dollars raised wins. If you don’t want to wear wigs you could do best or wackiest pink outfit, best pink beard, or even which employee you would like to dye their hair pink.

**Wellness Day:**

* Set a goal for number of steps to be accomplished in a day. Ie: 20 million steps will take you around the world to fight breast cancer or 5.4 million steps across the United States
* Dress in pink and ask for donations in support of your collective effort to create a movement to end breast cancer.
* Ask your company for a donation to support the movement.
* The Komen app tracks steps and will enable you to create leaderboards and recognize both fundraising and movement achievement.

**Other: Ask your Komen staff representative about other fundraising ideas like:**

* + Dress Down Days, Dress Up Days, Virtual Steps Competitions, Executive Breakfast, Got Talent.

**Pg. 13-14: One Day, *Dress Up to Take Down Breast Cancer* Campaign Timeline and Checklist**

The concept for ***Dress Up to Take Breast Cancer Down*** is for your company to set a vision and a fundraising goal for a **one-day challenge**. Think of it like a reverse jeans day. Instead of dressing down, you dress up. Let’s face it who amongst us hasn’t been dressing down while working from home\*, so this is an opportunity to show off your finest business attire, put on a little pink and donate to end breast cancer. The challenge is simple, nominate your colleagues to abandon their yoga pants and sweats and come dressed in their finest outfit, dressed in all pink or be creative with your dress-up challenge to your next meeting. In exchange for your meeting attendees dressing up, your company will make a donation to Susan G. Komen, while also encouraging employees to do the same.

*Dress Up to Take Breast Cancer Down* can start with just one person executing or launching as a company-wide effort with multiple people becoming a Challenge Leaders and launching on the same day. It’s all up to you.

*\*If your company is going into the office select a dress-up challenge that works in for your office.*

4 WEEKS

* Set your fundraising goals
  1. If you are launching a company-wide effort, determine the amount you would like to donate to Susan G. Komen and what would be meaningful to the individuals you are challenging. Consider matching every dollar donated by employees
  2. If your launching as an individual, determine the amount you would like to donate to Susan G. Komen, then divide that amount by the number of people you think will accept the challenge:

For example: $XX total donation = challenging x people to dress up @ $X each

$1,000 total donation = challenging 10 people to dress up @ $100 each

$100 total donation = challenging 20 people to dress up @$5 each

2 WEEKS

* Plan your launch by scheduling the meeting where people will be encourage to show up and dress up. The most successful challenges happen with a video meeting, or in-person meeting, where the Dress Up Challenge can be seen. No limit to how many meetings you can, make each challenge manageable for you and the group to enjoy and see the impact of your donation.

1 WEEK

* Send out the challenge notice 1 to 4 workdays prior to the meeting. You know best if you’d like the challenge to be spontaneous, or if your meeting attendees will need time to prepare.
* Send a reminder day of meeting and add to your meeting agenda.

LAUNCH

* Announce your donation amount and share your story for why you’ve decided to raise money to support Susan G. Komen
* Share donation link in meeting chat to encourage everyone to make a donation.
* Share on your social media and encourage others to take the challenge use the #KomenDressUp and tag Susan G. Komen
* Pay it forward by nominating at least three people to be a Challenge Leaders

POST CAMPAIGN

* Celebrate success
* Thank donors, committee and all others who supported your challenge
* Scan any checks on the app or mail to:

Susan G. Komen – Dress Up to Take Down Breast Cancer

Company Name:

Enter mailing address…

**Pg. 15: Recruit Your Team**

A thoughtfully assembled team of volunteers will increase the success of your campaign and make your job easier. The size of your team depends on the size of your organization. The following list of titles and responsibilities are suggested roles each team member can play in your overall success.

COMPANY CHAMPION

* Champions the Employee Engagement program
* Adds Executive leadership to the campaign
* Selects committee members

EMPLOYEE CAMPAIGN COORDINATOR (ECC)

* Project manages the Employee Engagement program
* Develops program timeline
* Serves as liaison between committee and Susan G. Komen staff
* Coordinates execution of overall plan
* Arranges campaign meetings
* Monitors and reports results

EXECUTIVE SPONSOR

* Establishes corporate gift
* Add more details here

HEALTH AND WELLNESS CHAMPTION

* ADD INFORMATION HERE

COMMUNICATIONS COORDINATOR

* Develops campaign communication timeline
* Develop talking points, kickoff reminder and thank you messages
* Identifies internal opportunities for year-round communications regarding Komen’s mission and the impact of employee donations

CAMPAIGN AMBASSADORS

* Connects one-to-one with employees. The ideal ratio is one Ambassador to 25 employees
* Choose a diversity of employees: new vs. tenured, ethnicity and age, well-respected tenured employees and emerging leaders

EMPLOYEE CAMPAIGN COORDINATOR SUCCESSOR

* Provides primary backup to ECC and prepares to serve as ECC next year

**Pg. 16: 10 EASY STEPS TO A SUCCESSFUL CAMPAIGN**

**STEP 1**

Notify Susan G. Komen team that you will be running an Employee Engagement program.

**STEP 2**

Assemble a team to help you plan. Meet with them to clarify expectations and responsibilities.

**STEP 3**

As a team, set attainable participation and fundraising goals.

**STEP 4**

Meet to brainstorm what strategies you will use to reach your goals.

**STEP 5**

Decide how you will accept donations and educate your colleagues–your Susan G. Komen team can help you decide which option is best for your company.

**STEP 6**

Build excitement with Komen turn-key assets. Communicate campaign timelines and information to everyone in your workplace.

**STEP 7**

Hold events to share information on breast health, and how Susan G. Komen is working to end breast cancer forever. Schedule a company volunteer event for employees to feel the impact of their giving.

**STEP 8**

Have campaign members connect directly with colleagues to ask for gifts. For the best results, where possible, encourage a one-to-one, peer-to-peer donation request strategy.

**STEP 9**

Report and remit campaign results to Susan G. Komen.

**STEP 10**

Thank volunteers, colleagues, and senior leaders for their participation.

**THERE’S EVEN MORE ONLINE.**

* Visit Komen.org for additional information including:
* Inspiring stories
* Videos to motivate your colleagues.
* Information on the impact of your donation.

**Pg 17: CAMPAIGN TASKS**

**PLAN**

* Learn about Susan G. Komen and the Employee Engagement program
* Utilize your Komen staff and fellow team member(s) to help customize your program.
* Plan a short campaign to keep excitement and momentum high.
* Create a communications plan; identify and communicate key dates and timelines.
* Ensure senior management and employee availability or leverage an existing meeting for a kick-off event.
* Plan team challenges to encourage increased participation.

**EXECUTE**

* Distribute email, social and other messages.
* Inform employees about the impact of Komen.
* Encourage employees to give early with incentives like an early bird raffle or reward.
* Set a deadline to donate/send follow-up emails via online tool.
* Run special events throughout the campaign.
* Make one-to-one solicitations (as needed) to provide more information and/or clarify any questions.
* Run team challenges to encourage increased participation.

**WRAP UP**

* Announce your achievement and reiterate the gifts’ impact.
* Thank donors and volunteers.
* Award prizes.
* Provide information about tax benefits.
* Remit final campaign results to Susan G. Komen.

**Pg 18-19: CAMPAIGN RESOURCES**

Susan G. Komen has many resources that you can use during your campaign. Take a few minutes to review these with your Komen staff member and identify which can be leveraged to help achieve your campaign goals.

**KICK-OFF EVENT**

• Plan a pep rally breakfast or pizza lunch.

• Have a senior executive attend and speak at the event.

• Show a Komen video to demonstrate impact of donations.

**BUILD AWARENESS OF SUSAN G. KOMEN**

• Show a campaign video.

• Distribute donor information and any printed campaign materials.

• Share the Annual Impact Report and other communication tools available on the Komen website.

**EARLY BIRD INCENTIVES**

• Popular prizes include a day off with pay, rewards, or raffles for unique experiences. Check with your HR department for approvals.

**COMMUNICATIONS**

• Consolidate and coordinate outgoing communications to avoid overwhelming employees.

• Promote your corporate match and other incentives to increase contributions.

• Face-to-face encouragement is always better than email and can be done individually or in a group. People give to people.

**EVENTS**

• Host events after campaign is launched and donation options have been clearly communicated.

• Popular events include dress-down days, potluck lunches, silent auctions, and bake sales. Connect with your Komen Relationship Manager for more ideas.

**RECOGNITION**

• Use channels that are effective in your workplace (i.e., parties, gifts, letters, email, presentations, newsletter articles, etc.).

• Customize your message to each audience.

• Include campaign results and reiterate impact of gifts.

**Assets available for use**

* Running Your Campaign
  + Employee Engagement Program Coordinator Guide
* Wellness Programs
  + Content Guide by Topic
  + Email Samples *(Word format)* 
    - Six-Week timeline
    - Yearly, quarterly timeline
    - Yearly, monthly timeline
  + Email Samples *(HTML format)*
  + Direct Messages
  + Social Media
* Volunteer
  + Email Samples *(Word format)*
  + Email Samples *(HTML format)*
  + Direct Messages
  + Social Media
* Fundraise
  + How to guide on donation setup
  + Email Samples *(Word format)*
  + Email Samples *(HTML format)*
  + Direct Messages
  + Social Media
* Logos
  + Susan G. Komen Logos
  + Susan G. Komen Brand Guidelines
* Posters
  + Poster 1
  + Poster 2
  + Poster 3
* Media
  + Photos
  + Video #1
  + Video #2

**Pg. 20: FREQUENTLY ASKED QUESTIONS**

* **How long should our Employee Engagement program run?**

The average campaign runs for one week. One to two weeks is sufficient to kick off your campaign, get the message out effectively, and make your ask without overburdening staff.

* **Are Kickoff Events Helpful?**

Yes, Kick-off’s help launch your fundraising effort. Invite your company to a kick-off call where a Senior Executive can Rally behind the effort, announce company support, the committee can share briefly what will be happening, the goals for the event, acknowledge the initial Challenge Leaders, Share a Komen impact video, hear from fellow colleague as a survivor or caregiver.

* **What is an Executive Challenge?**

An executive challenge is where leaders of your organization participate in the fundraiser. Executive challenges can take many forms and generally align to company culture.

1. Collectively agree to make a significant donation to support the effort.
2. Actively participate in the fundraiser and help reach the company goal.
3. Each Executive sponsors the effort within their departments and leads by example.

* **How do I know if my company has a matching program?**

Many companies have formal matching programs to support employees in their charitable giving. Check with human resources if your company has a formal program and what the guidelines are to be eligible for a company match. Some companies may match a specific employee effort. IF your company does not have a formal program, outreach and see if a match for a specific amount raised for this effort would be considered.

* **Should we promote the matching gift program for our fundraiser?**

YES – Billions of matching gift dollars go unused each year, because employees forget to ask their company to match. Include instructions in your event information to employees on how to get their gift matched.

* **What types of donations do companies make?**

Each company support charity and employees in different ways. The only way a company supports a charitable effort is because it was asked. So as part of your fundraiser, explore with your company what support is possible. Here are some of the most common ways:

Matching Gift Program: Matches a certain minimum donation from an employee.

Specific Match Effort: Match up to $x, for a specific charitable effort

Charitable Gift: Make a tax-deduction gift to the charity ins support of an event or program

Employee Motivators: Provide a PTO day, a recognition item for employees who achieve fundraising level of $X.

* **Where does the money go?**

Susan G. Komen® is the world’s leading nonprofit breast cancer organization, working to save lives and end breast cancer forever. Komen has an unmatched, comprehensive 360-degree approach to fighting this disease across all fronts and supporting millions of people in the U.S. and in countries worldwide. We advocate for patients, drive research breakthroughs, improve access to high-quality care, offer direct patient support and empower people with trustworthy information. Founded by Nancy G. Brinker, who promised her sister, Susan G. Komen, that she would end the disease that claimed Suzy’s life, Komen remains committed to supporting those affected by breast cancer today, while tirelessly searching for tomorrow’s cures. Since its founding in 1982, Komen has funded more than $1.1 billion in research and provided more than $2.3 billion in funding to screening, diagnostics, education, treatment and psychosocial support programs serving million in more than 60 countries.

* **Are donations to Susan G. Komen tax deductible?**

Yes. For additional information, please visit Komen.org/HelpFAQ

* **How can employees give?**

Komen accepts a variety of donation methods ranging from check to credit card to ACH and more. Please connect with your internal team to determine what your company supports.

* **Does Komen provide pink products or give-aways for our fundraiser?**

No, but we offer a xxxxx

* **Where can I go for help with our fundraiser?**

Contact [fundraising@komen.org](mailto:fundraising@komen.org) and one of our specialists will connect with you, or contact your local Komen Staff Partner who will be happy to answer your questions?

* **When should our program take place?**

They can happen at a time that is best suited your organization.

**Pg. 22: ASK & INSPIRE**

**ASKING FOR DONATIONS AND INSPIRING EMPLOYEES TO GIVE ARE THE MOST IMPORTANT STEPS**

Asking for donations is crucial to the success of your employee engagement program. Here are some tips:

• Start at the top — ask company leadership to set the example by making contributions early.

• Remember to include off-site and remote employees and create options for online meetings.

• Highlight corporate support, including programs that match employee contributions. Asking for donations is crucial to the success of your employee campaign. It is also critical to explain that donors have two ways to contribute.

**VOLUNTEER OPPORTUNITIES**

A volunteer project provides the opportunity to strengthen your team and the community through impactful experiences. Volunteers are the life blood of our organization. Without the efforts of our amazing volunteers, we wouldn’t be able to accomplish even a fraction of what we do today. From breast cancer survivor to co-survivor to passionate community members, we are ever grateful for the time and talents so many have offered. We have opportunities unique to each community and ways you can help us create lasting change in the lives of those facing a breast cancer diagnosis. Our entire organization, your community and the next person thank you in advance.Your Komen staff can recommend volunteer opportunities that best fit your organizational needs and employees desires from joining a leadership council, becoming an advocate, or supporting one of Komen’s signature fundraising or educational events.

**THANK & REPORT**

Share donor details with Komen so we can thank them individually and show how their gift is making an impact in our community. It’s important to provide your Komen team with these donors’ contact information so they can receive ongoing news about xxx.

**GET A HEAD START**

1. Gather feedback about the campaign from senior leadership, campaign committee and the Komen team.

Leave notes and resources for volunteers to use next year.

Implement a new-hire program to give new employees the opportunity to contribute when they join the company.

Implement a year-round communications program that shares the impact of Susan G. Komen’s work in the community with your employees and offers opportunities to get involved beyond the campaign.

**Thank you for being an company champion of Susan G. Komen**® **and for continuing to support those affected by breast cancer.**