

COMPANY FUNDRAISING IN SUPPORT OF HOME BASE



HOST A FUNDRAISER



- Plan a golf tournament, bake sale, party, sporting event, concert, any idea you can think of!
- Engage your employees, clients, vendors, family members and friends
- Ask vendors if they would like to participate by donating items to your fundraiser for a raffle or auction
- Promote team building and cross-collaboration while giving back
- Establish trust and leadership with a planning committee

SOLICIT DONATIONS THROUGH YOUR POINT-OF-SALE SYSTEM OR ROUND UP BILL AT THE REGISTER



- Ask customers if they would like to make a donation above and beyond their purchase
- Promote your fundraising efforts by creating a Facebook event, promoting on social media, creating signage
- Establish a day, week or month for this—consider promotion during a military holiday (ex: Veterans Day)
- *We do not recommend using donation jars or containers to collect cash

A FRIENDLY COMPETITION NEVER HURT ANYONE!



- Have employees, departments and/or locations compete to raise funds
- Create an online page and set up Team pages by department/locations
- Offer fundraising incentives—physical items, experiences, a day off or other ideas that will excite them
- Post your employees' efforts on social media and send out to clients and vendors via email

CREATE A TEAM FOR THE RUN TO HOME BASE



- What better way to promote team camaraderie than participating in a 5K/9K at Fenway Park?
- Ask employees to register and fundraise on their own or have your company cover part/all of employees' fundraising minimums
- Allow for company matching gifts—by employee or total donations raised
- Employee volunteer opportunities are also available. For more information, visit www.runtohomebase.org

PARTICIPATE IN HOME BASE NO SHAVE WITH FIRST RESPONDERS AND VETERANS



- Create a Team and participate in the annual Home Base No Shave Campaign
- Ask employees to donate or fundraise \$100 to forego shaving for the month of November and/or wear a Home Base pin or bracelet throughout the month
- Spread awareness to vendors, clients, family and friends about the stigmas associated with the invisible wounds, such as post-traumatic stress and traumatic brain injury

TIPS AND HINTS FOR SUCCESS



1. Use a military or mental healthcare holiday to emphasize your message of why you are supporting Home Base: Veterans Day (November), Brain Injury Awareness Month (March), PTSD Awareness Month (June), Flag Day, 4th Of July, etc.
2. Host a kick-off meeting and post-fundraiser party with employees to get them excited
3. Offer fundraising incentives—physical items, experiences, a day off or other ideas—get creative!
4. Company can offer matching gifts—by employee or total raised
5. Home Base will provide online fundraising page(s), add your fundraiser to the MGH calendar and Home Base website, provide logos and assistance with collateral, a limited amount of Home Base branded "swag" will be supplied and more available for purchase online
6. We're happy to see if a Home Base representative is available to attend and/or speak at your fundraiser