



# Give Comfort & Joy Initiative: Corporate Supporter

**Give Comfort & Joy partner companies will come together to donate proceeds from their fundraising activities during the month of December 2021 to Children's Hospital Colorado. This commitment to join other corporate supporters will help provide our patients with an extra dose of hope this holiday season.**

## Our Ask

- ✓ Your company will commit to fundraising **at least \$5,000** for Children's Hospital Colorado during the month of December by asking your customers, employees, or key stakeholders to donate to Give Comfort & Joy one of three ways;
  1. *Donation Request:*
    - Customers are asked to make a donation to Children's Hospital Colorado upon checkout either by a sales associate or an automated pin pad
    - Customers are asked upon checkout if they'd like to round up their purchase to the nearest dollar increment with the overage going to Children's Hospital Colorado
  - 2) *Percent of Proceeds:*
    - Customers are notified that a fixed percentage of proceeds from the month will be given to Children's Hospital Colorado
  - 3) *Outright Gift:*
    - Your companies gives an outright amount of \$5,000+ to Children's Hospital Colorado

## Benefits

- ✓ We'll provide all the tools you need to be successful
  - Entercom Radio: Inclusion in Give Comfort & Joy radio spots (mentions based on total participating companies)
  - Email campaign: Children's Hospital Colorado Foundation will promote your involvement in the campaign through an email sent out to our donor database (130,000+ recipients)
  - Digital campaign collateral with an option for customization
    - One digital customized point of sale collateral piece that will be emailed prior to the campaign
    - Need high resolution logo by 10/15/2020 for customization
  - Online Exposure:
    - Logo and fundraising details listed on Foundation's [Shop to Support](#) page
    - Social Media post launching involvement of Give Comfort & Joy corporate supporters
    - Entercom Radio Digital Campaign
      - Logo online with fundraising details on Entercom Care's Specialty Page
  - Assets: We will provide you with a link to Give Comfort & Joy resources such as: images, branding, sample social media posts, etc.
  - Consultation and customized cause marketing plan with your corporate partnerships team member

## Goal & Signature

**The Give Comfort & Joy campaign is an opportunity for companies to get creative and make a difference for children and their families. Thousands of people can rally to support the businesses that support Children's Hospital Colorado by shopping, dining, drinking coffee or making donations! Just don't forget to #GiveComfortAndJoy - What's your fundraising goal?**

✓ Fundraising Goal: \$\_\_\_\_\_

- Organization: \_\_\_\_\_
- Contact: \_\_\_\_\_
- Signature: \_\_\_\_\_
- Date: \_\_\_\_\_