

# CORPORATE CHECKLIST



- Register yourself as a Team Captain and assemble a core team! Serving as your company's captain is a big job, but it's also a job you can share:
  - Executive Champion – this can be your CEO or top-level exec who can [help set the tone for the company or department and lead by example](#).
  - Co-Captains – depending on the size of your company, you might want to recruit some co-captains to help share responsibilities. From recruiting team members, to keeping energy up, fostering friendly competition between departments, helping to send emails, organize fundraisers, etc.
- Team Ambassador – having a family or child to rally around can help motivate the team and make fundraising efforts personal. This can be someone in your company that has been directly affected or [PCRF can help pick a family or child for your company to rally around!](#)
- Step things up with a Corporate Sponsorship. [This shows your employees your company is dedicated to the cause](#). Benefits range from free race entries, exposure opportunities, expo booth space, and more!
- Announce your participation through your intranet and on your company's social media accounts with a link to your Page.
- Get your public relations or marketing team involved for help promoting the event and your company's philanthropic efforts.
- Hold a Reaching for the Cure kick off rally to educate employees and get them excited about being involved. [PCRF is happy to help present to your team!](#)
- Spread the word by sending emails, postcards, and placing posters in break rooms to encourage others to be part of your team. [Network by asking company suppliers and local business to support the team and walk with you](#).
- [Arrange incentives to motivate your team](#), like a free lunch, extra vacation day for top fundraisers, or front row parking.
- Decide on 3+ fundraising events or activities to do as a group – bake sale, restaurant fundraiser, cocktail hour, ice cream social, donation jars, etc.
  - Educate your employees about [matching gifts](#). Whether your company offers it or not, your donor's companies might! This helps double - or event triple - their gift
- Start planning your "tail gate" party at the Reaching for the Cure Team Expo!
  - Teams can setup their team space on Saturday, March 16<sup>th</sup> from 3pm – 6pm