Penn State THON
Employee Engagement Guide

Questions? Contact Donor.Relations@THON.org

THON Nation

What is THON Nation?

THON Nation allows alumni, friends, and family to join us in the fight against childhood cancer. Our new platform enables you to create personal online fundraising pages through DonorDrive and invites friends to host individual fundraisers right alongside the THON community.

Alumni, family members, and friends of THON can submit their fundraiser on behalf of any organization. Fundraisers may include work dress down days, bake sales, restaurant benefits, sport watch parties, and many more.

100% of funds raised through THON Nation can credit the organization, Committee, or an Independent Dancer Couple of your choice.

How can your organization get involved with THON Nation?

Online Fundraising Ideas:

Online fundraising is an easy and effective way to fundraise for THON. First, visit donate.thon.org, click "THON Nation," select your preferences, input your information, and you are done! Ideas on how to effectively utilize the online side of THON Nation are below:

- ❖ *Creating a Group Fundraising DonorDrive Page*
    - o Your business can create a Group Fundraising Page that benefits THON! DonorDrive is an online fundraising platform that is easy to use. Through this platform, you can set up a group fundraising page for your organization and then promote this initiative to your employees who can join the group and create their own pages to share with family and friends, all For The Kids! You can create your page <u>here</u>.

- ❖ *Employee Fundraising Competition*
    - o Once your employees' DonorDrive pages are completed, encourage them to reach out to their networks and ask for donations. To incentivize this, hold a competition between your employees to see who can fundraise the most! Keep a leaderboard displayed somewhere in your business that gets updated weekly. At the end of the challenge, reward the winning employee with merch, a free meal, or another reward of your choosing!

- ❖ *Email Challenge*
    - o Have your organization's employees compete to see who can send out the most emails promoting their DonorDrive pages! Whoever sends the most emails can earn a prize like merchandise as well as free food vouchers, or they could even earn a credited donation towards their page!

Event Fundraising Ideas:

Whether it be a dress down day, bake sale, or restaurant benefit, there are a wide variety of events that can be hosted to raise funds for THON. The application for a THON Nation Fundraiser can be found <u>here</u>.

In addition to the ideas listed below, check out the Remote Fundraising Guide which provides even more ideas for potential fundraising events:
https://thon.org/wp-content/uploads/2020/09/Remote-Fundraising-Guide.pdf

- ❖ *Dress Down Days*
  - ○ Have co-workers donate to THON for the opportunity to dress casually at work! This fundraiser is very common and is able to be held numerous times.

- ❖ *Pie a Co-worker*
  - ○ Find some co-workers who are willing to get a little messy For The Kids. Each volunteer could be designated a jar in which people can put spare change in. The person with the most money in their jar at the end of the challenge will get pied in the face! This idea can be applied to other "punishments" such as shaving your head/beard, wearing a funny costume/outfit, and more!
- ❖ *Bake Sale*
  - ○ Have co-workers bring in baked goods and set them out for display. Employees can purchase goods throughout the day. Have a jar at the table for people to give donations to THON!

- ❖ *Step Challenge*
  - ○ What is better than some friendly competition and exercise all for a good cause? Have employees track their step count and get pledges for each distance they complete. These pledges can go toward THON! Additionally, your company can agree on a prize for the top participant.

ALUMNI CAMPAIGNS

There are several current campaigns THON has in place for our alumni to stay involved after leaving Penn State. Consider getting together a group of individuals at your company/organization and participate in these initiatives together!

- ❖ *Send it Forward*
  - ○ Send it Forward allows alumni to send THONvelopes to friends and family to solicit donations, just like students! To participate, you can request materials through this link. Once approved, those materials and instructions will be sent to you via mail and you can now ask for donations!

❖ ***Alumni Challenge***
  o The Alumni Challenge is a geography based online fundraising initiative that promotes friendly competition between the alumni communities of each state. Those in a state can come together and host fun events to raise money and spread awareness for THON and put themselves on the map. When donating on DonorDrive, select "Alumni" for "Relationship to PSU," and "Yes" for "Are you supporting the Alumni Challenge?"

❖ ***Alumni Mail Call***
  o Donations are not the only way to get involved with THON! Alumni Mail Call was designed so you can show your support by mailing dancers support messages or even writing Kid's Mail that our Four Diamonds Families will receive during an hour long event on THON Weekend. For more information, please visit this link.

Corporate Matching

Many companies match their employees' donations to nonprofits, thereby giving you the chance to double the impact of your donation to THON! Check in with your company to see if they participate in Matching or you can also visit this link and search your company to find out. Most companies match on a 1:1 basis, meaning that if you donate $20, your company likely will donate another $20. Make sure to check in with your company to ensure your donation counts!

Contact Us

❖ With questions regarding corporate donations, corporate matching, or THONvelopes, reach out to development@thon.org

❖ With questions regarding alumni engagement, contact alumni.engagement@thon.org

❖ With questions regarding THON Nation, contact thon.nation@thon.org

❖ All other questions or comments can be sent to donor.relations@thon.org

"Growing up is a beautiful thing, let's fight for it."