

Businesses Giving Back Fundraising Toolkit



As a nonprofit healthcare system, Lehigh Valley Health Network (LVHN) relies on the generosity of community members, local businesses, and contributions from grateful families to provide exceptional care. Philanthropy allows us to recruit and retain the best providers while we advance innovative research for the future of health care.

Your support will help provide **healing and comfort** for our community and can spread awareness to expand our reach.

Why

Companies that align with a philanthropic cause have a higher likelihood to enhance a customer's attitude toward their brand or company.

Business fundraising can:

- Boost employee morale and improve their engagement with customers
- Develop name recognition that links your business to giving back in the local community
- Leverage the power of cause marketing attitudes and behaviors among customers

How

As a community partner, LVHN will provide you with:

- Promotion of your business on digital platforms
- Fundraising Toolkit:
 - Branded materials (posters, decals, signage, etc.)
 - Giveaways for employees
 - Digital assets for social media
- Support from the Philanthropy team
- Check presentation at your business or hospital location

Office of Philanthropy | giving@lvhn.org

[LVHN.org/giving](https://www.lvhn.org/giving) | 484-884-6385





What

Fundraising ideas to get you started:

Employee engagement

- Themed dress days
- Leadership challenges
- Potlucks
- Happy hours
- Employee giving via payroll
- Matching gifts

In-store Activation

- Round-up campaigns
- Percentage of proceeds for specific item, day, etc.
- Cashier/Manager incentives and challenges
- Penny wars
- Food sales

Impact

You can select how your contribution will support the hospital. Your donation can be allocated to the following:

- Lehigh Valley Reilly Children's Hospital
- Lehigh Valley Topper Cancer Institute
- Lehigh Valley Heart and Vascular Institute
- And more!

Get Started!

Complete the fundraising application at LVHN.org/fundraiser and a member of the Philanthropy team will be in touch to support you.

Contact kelly.mccready@lvhn.org if you have any questions.

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