

Workplace **Monthly Giving**

Engage your employees by giving them the opportunity to invest in something meaningful – cures for kids with cancer. Monthly giving is an easy way for your employees to be a part of your company's philanthropy efforts, increasing your overall support of Alex's Lemonade Stand Foundation (ALSF).

As monthly donors, your employees can join ALSF's One Cup at a Time Club, which includes exclusive benefits like:

- Welcome gift of exclusive ALSF merchandise
- Quarterly email newsletter featuring updates from researchers and families
- Invitation to virtual events throughout the year

Encourage Your Employees to Join the One Cup at a Time Club

Share this opportunity as another way for your employees to support ALSF. By giving monthly, your employees will become invested in the cause that you care about – improving company culture and helping even more kids with cancer.

Your employees can give directly through ALSF's One Cup at a Time Club by visiting AlexsLemonade.org/One-Cup.

Personalized Company Page on the ALSF Website

Your employees may give monthly to an existing ALSF company page, or ALSF can create a new page exclusively for your company's monthly donors. In both cases, your employees will visit the page to set up their own monthly donation. The benefits of giving this way include:

- You will be able to see all of the donations that are made each month on your company page.
- You can share updates with all of your monthly donors at once through the page.
- With a cumulative fundraising total, your monthly donors will easily see the impact of their support.

Please note: If your employees prefer to give by eCheck or PayPal, their monthly donation will not appear on the page each month, though their donation will be completed.



There are Three Ways to Join

Option 1: Encourage Your Employees to Join the One Cup at a Time Club

Option 2: Personalized Company Page on the ALSF Website

Option 3: Recurring Payroll Deductions

No matter which option you choose, you will receive a flyer template to help promote the program and email templates to encourage participation.



Recurring Payroll Deductions

If your company prefers to collect employee donations through payroll deductions, ALSF is happy to honor these donors as members of the One Cup at a Time Club. Your employees must choose to share their contact information with ALSF when setting up their payroll deduction in order to receive the benefits of the One Cup at a Time Club, including name, email address and mailing address.

Payroll deductions can be added to a company page on the ALSF website. In this case, employees must also include the page ID when setting up their deduction. Depending on the donation-management company you work with, it may take up to a few months to receive donations and therefore, there will be a delay in adding the donations to your company page. If you are looking for a donation-management company, we suggest YourCause for faster donation processing times and lower processing fees, so more of your employees' donations will help kids with cancer.

How Other Companies are Increasing Employee Support Through Monthly Giving

A local office of a national company wanted to increase their giving to ALSF. They encouraged employees to give \$5 a week to wear jeans on Friday. To keep things simple, employees began giving \$20 a month to their company's ALSF fundraising page. By becoming monthly donors, employees are eligible to dress down on any Friday of the month.

Competition between offices and monthly reminder emails from the program's administrator helped increase employee participation. The company now gives an additional \$6,000 a year to ALSF in monthly donations alone and counting – funding two weeks of pediatric cancer research!

“I think if we all work together, we can do it.”

— Alex Scott, founder of Alex's Lemonade Stand Foundation



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