



Avivo Business Partner Council Fundraising Policy

Adopted by the Business Partner Council on June 16, 2014

Purpose

Avivo recognizes that its business partners contribute in many valuable ways to the organization, including providing professional expertise in program development and training, community connections, in-kind and intangible resources, and day-to-day support of Avivo. Business Partners, however, are also invited to donate a monetary gift to Avivo and are asked to make Avivo a priority in their personal philanthropic giving. Avivo holds two major fundraising events annually; Give to the Max Day and Achieving Dreams.

Guideline 1

Business Partners are encouraged to be involved in the ongoing fundraising efforts of Avivo by:

1. Using their personal and business connections, when appropriate;
2. Serving on the fundraising committee, as needed;
3. Attending and making a personal gift at the Achieving Dreams fundraising event;
4. Inquiring whether their organizations offer matching gift programs;
5. Making your own personal gift on Give to the Max Day; and
6. Partnering with staff to identify new individual prospects and assist with direct solicitation when necessary.

Guideline 2

In exchange for the many valuable contributions from its business partners, Avivo will:

1. Provide financial reports throughout the fiscal year at Business Partner Council meetings;
2. Respond as appropriate to business partner requests for additional data or information on programs, goals and objectives; and
3. Perform the necessary actions to the best of its ability in an effort to support the business partners in carrying out their moral responsibilities to the organization.