



## 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.