



Spring2ACTion

Alexandria's Giving Day
Presented by ACT for Alexandria

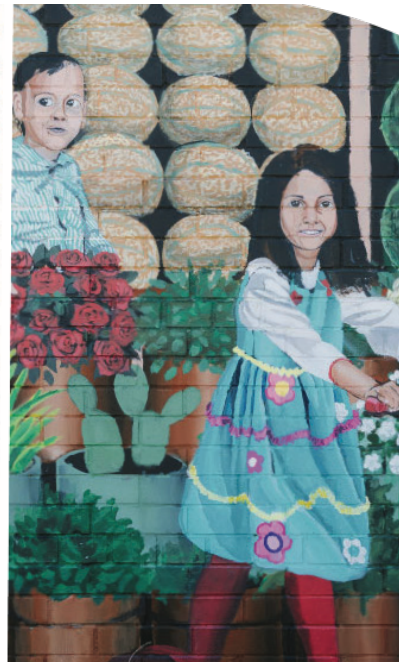
April 27, 2022

What is Spring2ACTion?

Spring2ACTion is Alexandria's Giving Day, a 24-hour call to ACTion to get online and give! Presented by ACT for Alexandria, this day has raised over \$15M in the past 11 years for local nonprofits that support our families, children, seniors, veterans, animals and more. Last year, \$2.6M was raised for 160 nonprofits organizations.

This day is an easy and fun way for all of us to give together while lifting up our local nonprofits that provide arts and culture, education, health and basic needs and more to our community!

Why Be a Business Fundraiser? As a Business Fundraiser, you will inspire and empower your employees, customers and/or vendors (stakeholders) to give back to causes that are meaningful to them; learn about new ones; and spark a little friendly competition that will benefit our entire community. In 2021, 75+ businesses participated by being business fundraisers, sponsors, or donating a percentage of sales to ACT or a participating nonprofit.





Local Businesses ACT for Good!

Business Fundraisers

Giving on Spring2ACTion.org provides an easy, fun and efficient way for your entire company to give together and spread generosity. Just “raise your hand”, we will give you all that you need.



One-on-one tailored support to make registration and campaign planning easy and fun -- we are here to help!



Dedicated site presence with a Business Fundraiser leaderboard during Spring2ACTION day listing participating companies with up-to-date giving totals & social media recognition to celebrate Business Fundraiser generosity



Easy-to-use campaign tools including posters, a toolkit with a calendar, sample text and more will be available to you. We can give you ideas on how to leverage matching funds, if you choose to match donations



Valuable data given to each Business Fundraiser through individualized giving reports after Spring2ACTION, highlighting interest areas of your stakeholders. Also year-round access to ACT as a resource to identify opportunities that fit your company's needs



Opportunity to schedule ACT staff to attend a virtual meeting to share more about Spring2ACTION and maximizing your business' engagement

To get started, contact
tricia.ritchie@actforalexandria.org