



Spring2ACTION

Alexandria's Giving Day
Presented by ACT for Alexandria

April 26, 2023
Business Fundraisers

Business Fundraiser Quote

“

We look forward to Spring2ACTION every year because its a chance to partner with nonprofits to raise crucial funding that both bolsters their work and feeds back into the community - benefitting us all.

”

Kelly Grant
ALX Community

Event Information

Spring2ACTION is Alexandria's Giving Day, a 24-hour call to ACTION to get online and give! Hosted by ACT for Alexandria, this day has raised more than \$17M over the past 12 years for local nonprofits.

Spring2ACTION is an easy and fun way for us to give together and lift up the local nonprofits that provide such valuable services to this community we love. Last year, 7,700 donors gave \$2.65M to 172 nonprofit organizations.

Why Be a Business Fundraiser? As a Business Fundraiser, you will inspire and empower your employees, customers and/or vendors to give back to causes that are meaningful to them; learn about new causes; and spark a little friendly competition that will benefit our entire community. In 2022, 75+ businesses participated by being business fundraisers, sponsors, or donating a percentage of sales to ACT or a participating nonprofit.

Supporting Alexandria's Giving Day will give impactful business exposure and position your company as one that gives back to the community.



To learn more, contact Tricia Ritchie at (703)739-7778 or tricia.ritchie@actforalexandria.org

Business Fundraiser Benefits

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

ABOUT ACT

ACT is Alexandria's community foundation that improves the lives of those who live and work in the city by catalyzing change through strategic initiatives and trust-based philanthropy, connecting donors with causes they are care about, and collaborating with nonprofits to optimize resources and impact.



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