

Steps for Organizing a Successful Corporate Promotion

1 Submit a Corporate Promotion Application

By completing the application, you help us learn more about your program. All fundraising promotions for the benefit of Phoenix Children's Hospital must be approved in advance by the Phoenix Children's Hospital's Foundation. The application must be completed and filed with Phoenix Children's Foundation within 30 days of the proposed start date of your promotion. This time allowance will ensure access to resources available to support your program.

Return completed application to:

Phoenix Children's Hospital Foundation
Attn: Office of Corporate Development
2929 East Camelback Road, Suite 122
Phoenix, AZ 85016

2 Establish program goals

Set a realistic and measurable financial goal for your promotion. Include a tracking mechanism to measure your success along with a plan for communicating your progress to your selected audience and Phoenix Children's Hospital.

3 Brainstorm

Give free reign to your imagination. Creative promotions increase participation and your return on investment. Create buy-in by incorporating key players within your organization.

4 Choose the "right" promotion

The type of promotion you choose should fit your corporate goals, target audience, and business culture.

5 Identify your audience

Determine who is most likely to support the type of promotion you have selected.

6 Schedule the Promotion

Select a time that is appropriate and convenient for facilitation of the promotion considering staff investment and customer interest. Research and avoid any conflicting promotions internally or externally.

7 Develop a budget

Identify potential expenses and how they will be covered. Soliciting in-kind products and services can help keep costs down, resulting in increased direct impact to patients and families.

8 Make the Donation

All funds should be received by Phoenix Children's Hospital within 60-days following the conclusion of your promotion.

A Corporate Development Officer will contact you within one week from the day your application is received. We look forward to hearing more exciting news about your program. In the interim, if you have questions, please contact us at (602) 546-2649 or email corporategiving@phoenixchildrens.