



Reaching Out to Businesses

Corporate Champions are community businesses who encourage their employees to collect pledges and walk, run, or roll in the Human Race for one or more nonprofit organizations. Don't let the word "corporate" fool you. Corporate Champions can be mom & pop grocery stores, a dry cleaners, or your favorite coffee house. Any business, big or small, that is looking to boost employee morale, generate good PR, and get involved in the community on a very direct level is a strong Corporate Champion candidate.

The best Corporate Champion for your group is a business you already have some contact with. Corporate Champions may adopt one or more nonprofit organizations. The most successful Corporate Champion businesses have a Human Race "team captain" who assumes responsibility for the logistics, motivates others to get involved, and has lots of enthusiasm and energy.

Why Businesses Should Get Involved

Business leaders throughout the country share the belief that having their employee's volunteer for community service benefits the company, the community, and the employees themselves. Corporate Champions benefit from the Human Race in many ways:

- Corporate Champions will be listed in newspaper thank-you advertisements (be sure to complete the business registration form and return it to the Volunteer Center.)
- Top Corporate Champions receive special awards at the Award's Banquet in June.
- The Human Race is good for morale – employees enjoy working together for a common cause.
- The Human Race is good for business – customers are proud to do business with a company that cares about the community.
- The Human Race is fun – it livens up the normal routine without distracting from the daily business.
- The Human Race is good PR – business can take advantage of the Human Race's high visibility by designing company T-shirts, slogans, posters, and more.
- The Human Race provides an opportunity for a local business to enjoy the experience of giving back to a community that has supported them.
- The Human Race is good for the community. Employees can choose the nonprofit organizations they would like to support. Since underwriters cover most of the cost, the money raised goes directly to the needs of our community.
- The Human Race provides an educational experience and a chance to learn about the community's needs and how they are being met.