



# Company-Wide Contest

- Who:* **All employees** at The Florida Center for Early Childhood
- What:* **Are invited to participate in a company-wide contest!**  
We will award **two, \$250 gift cards** to the most successful employee Peer-to-Peer campaigns (personal fundraisers set up during the 2022 Giving Challenge that benefit The Florida Center).
- Where:* This contest can be done **virtually anywhere** and is perfect for sharing on your personal social media accounts or via email!
- When:* Set up your profile now, and request donations from friends and family members for the event which takes place from **noon to noon, April 26-27.**
- Why:* During these 24 hours, ALL DONATIONS FOR \$25-100 ARE MATCHED! Not only that, this year we have an anonymous match from one of our donors meaning that **ANY DONATION TO OUR ORGANIZATION DURING THE GIVING CHALLENGE WILL BE TRIPLED.**  
Our goal is to raise \$50,000,
- How:* The 2022 Giving Challenge is an exciting 24-hour event hosted by Sarasota Community Foundation with giving strengthened by The Patterson Foundation. **We encourage every employee to become a Peer-to-Peer fundraiser**, set a personal goal, and share a story of their journey with The Florida Center. Together, we can help build strong families, one child at a time.



**THE FLORIDA CENTER**  
FOR EARLY CHILDHOOD

## *Peer-to-Peer Campaign*

### **How-to set-up your personal fundraiser**

#### *#1 Become a Champion*

- Go to [GivingChallenge.org](https://givingchallenge.org) and click on the "Search Participating Organizations" button
- Type "The Florida Center" in the search engine and click "View Profile"
- Once on the page, click the "Fundraise" button beneath the name and follow the prompts.



#### *#2 Tell Your Story*

- Share a compelling story that explains why The Florida Center is important to YOU!
- Use the graphics and videos in this [Giving Challenge Toolkit](#) to customize your fundraising page with images, text, and video



#### *#3 Spread the Word*

- Find your personal link at the bottom of your dashboard and share your personal fundraiser page with your network to promote The Florida Center!
- Be sure to incorporate our tagline "Be the one to build them up" in posts and use hashtags #BeTheOne & #GivingChallenge2022
- **Contact Merab, Director of Marketing and Communications for assistance**  
(e) [merab.favorite@thefloridacenter.org](mailto:merab.favorite@thefloridacenter.org)  
(p) 941.371.8820 x 1025



# BE THE ONE

Presented by the  
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