



PAJAMAS and pancakes

CORPORATE FUNDRAISER CHECKLIST

- Matching Gift: Does your company have a matching gift program? If you're unsure, ask your HR department.
- Pledge Form: Track all offline donations – cash or cheques.
 - Be sure to include email and mailing addresses for those who would like tax receipts.
- Looking for POGO stats and information to educate your company? Visit www.pogo.ca or simply ask your Pajamas and Pancakes program coach.
- Come up with a plan on how you will promote the event and POGO's mission so everyone understands the impact of their support:
 - Staff meeting
 - Email blast – talk to your marketing team
 - Distribute promotional material (posters, brochures, and other print/digital collateral provided by your coach)
 - Lunch & Learn
- Get Social! Follow and tag us on Twitter (@POGO4kids), Instagram (@POGO4kids) and Facebook (Pediatric Oncology Group of Ontario) and share your pictures or send them to your coach. Use the hashtag #pjsandpancakes.
- Arrange a visit from your Pajamas and Pancakes coach to help you get started and/or provide a Lunch & Learn for your colleagues.
- Have fun and pat yourself on the back for being a champion of kids' cancer care!