

## **What your Business can do to contribute to the WALK**

- \* Contribute as a cash sponsor within the various levels
- \* Contribute as a gift-in-kind sponsor with product donations, or gift certificates
- \* Form a team and select a team captain from your employees to collect donations in support of the Walk
- \* Challenge your competitors for collecting the most donations
- \* Make special mention of the Walk in your in-house employee publications or customer newsletters
- \* List the Walk information on your business marquee during the Walk promotion time line
- \* Invite the walk director or chairperson to speak at service clubs or manager's meetings you attend to help recruit walkers and support for the Walk.
- \* Tag radio or TV commercials or newspaper ads with "support the Women's Walk."
- \* Add the Women's Walk link to your business website (this can also reflect community service performed)