



Corporate Guide to Supporting Take Steps

Thank you for your company's interest in Take Steps, the Crohn's & Colitis Foundation's largest annual fundraising event. With an estimated 3.1 million people affected by Crohn's disease or ulcerative colitis (collectively known as IBD), chances are high that someone you work with is already impacted. Your company's involvement in Take Steps is a substantial way to show support for patients and their families.

Form a Corporate Walk Team

By joining together to help find cures, employees have the opportunity to collaborate and practice team-building skills outside of work. Forming a team is as simple as 1-2-3.

1. **Determine who will lead the team's efforts as Team Captain.** This is a great leadership opportunity for employees looking to grow within your company. The captain's role is to recruit new participants, encourage them to fundraise and act as point of contact with the Take Steps staff.
2. **Set a team goal.** We recommend that each team member aim to raise at least \$100 to become a Pacesetter. Pacesetters receive a Take Steps t-shirt and full access to the refreshment area at the walk.
3. **Register and begin fundraising!** Everyone who registers will be listed on your team page roster and will receive their own personal fundraising page. Add a team photo, update your goal and share the reasons why your company is participating in Take Steps.

Become a Corporate Sponsor

Take Steps offers multiple sponsorship levels that can be tailored to fit the goals of your organization. As a Take Steps Sponsor, your company will be viewed as a leader in the IBD community and will be featured on promotions, in communications, and prominently at Take Steps events. Contact your local chapter for more information.

Why Take Steps?

Despite more than 50 years of progress from the Foundation, IBD patients are still waiting for cures. Take Steps creates a supportive community environment to let patients know they are not alone while raising crucial funds to support patients and fund treatments.

Did you know...

- 89% of consumers are likely to switch brands to one linked to a good cause, given comparable price/quality*
- 87% of consumers would purchase a product because a company stood up for an issue they cared about*
- 74% of employees say their job is more fulfilling when they are provided opportunities to make a positive impact at work.**

* 2017 Cone Communications/Echo Global CSR Study

** 2016 Cone Communications/Employee Engagement Study Report