

## What is Extra Life?

Extra Life is a program of Children's Miracle Network Hospitals that unites gamers from across the globe to play games to change kids' health to change the future. Extra Life is also a global digital community that engages passion-fueled fundraisers within the gaming and live-streaming interest groups and industries.

**Funds stay local** to benefit pediatric patients at 170 Children's Miracle Network Hospitals in the U.S. and Canada. Since 2008, Extra Lifers have raised more than \$100 million for member hospitals. For several years, Extra Life has remained one of the top 30 peer-to-peer fundraising programs in the U.S. Extra Life is a movement, formed by gamers bonded by their passion and commitment to change kids' health to change the future.

## What benefits will supporting Extra Life give your company?

Employees say their sense of purpose is largely defined by work. This signals a clear opportunity for employers & leaders to create a supportive environment that encourages employees to live their purpose at work.



### **MOST EMPLOYEES WILL PARTICIPATE IF YOU ASK**

71% of employees said they would participate or volunteer for a partner or event if they were asked by their employer.



### **A GREAT WAY TO BOOST MORALE**

74% of employees say their job is more fulfilling when they are provided an opportunity to make a positive impact at work.



### **INTERNAL COMMUNITY = LOYALTY**

60% of employees have a higher level of respect and loyalty for their employer if they support a cause.

\*Sources: Rutgers University & Taleo Research & Catalyst/Accelerist Employees Are King Survey, McKinsey Individual Purpose Survey, The NDP Group, Statista



## What can your company do?

### **Employee Gaming Day**

Organize a way for employees to take a 1/2 day off of work and build comradery through playing games. If an employee raises \$100, give them a reward by letting them play board games & video games with co-workers for the rest of the day!

### **Tabletop Game Night**

Utilize your space to be a place where board game and tabletop games can thrive. Feel free to use online board game simulators to play games too. Extra Lifers always celebrate tabletop games during the third weekend of August, but feel free to play tabletop games whenever you'd like.

### **Personal Fundraising**

By creating an Extra Life team, you're enabling the community to fundraise with you. This can be at your company, but it doesn't have to be. If you can get commitments from people to help fundraise and sign-up, they can support by selling cookies, asking for donations on social media, or more traditional fundraising tactics.

### **Host a Community Event**

Take a page out of Imgur's book! They hosted a community event that was an American Ninja Warrior-style park and invited 600 community members to join. The fee to enter was part of the donation and other activities, like an auction, were featured throughout the night.

# Double Your Fundraising Totals

Over 20,000 employers allow and help with the charitable perk of matching gifts in the United States and Canada. 78% of employees don't even realize matching funds is an option in their workplace!

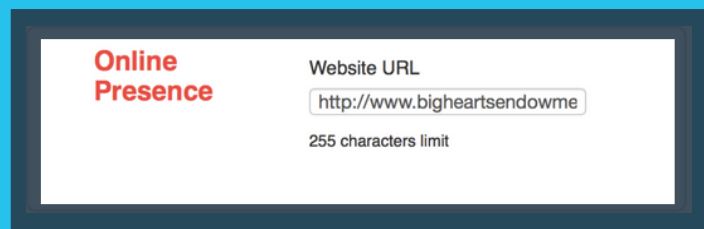
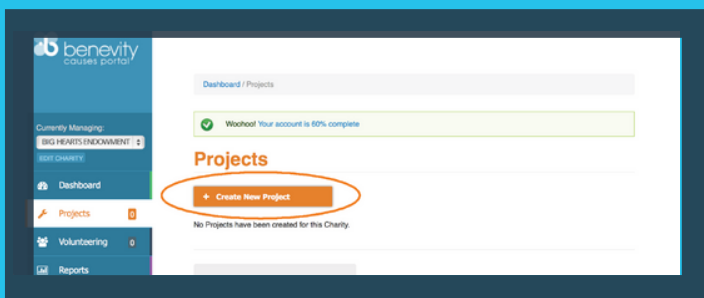
1. Ask your HR department if they can match your Extra Life donations
2. Donate...Hold on to your confirmation email or receipt
3. Submit your request for matching gifts (follow your employer's process)
4. Employer requests CMN Hospitals to confirm your donation total
5. We approve, company sends matching gift to us, we update your total



## Using Benevity to Match Gifts

Benevity is a great tool used by more than 700 companies to help match donations made by their employees! If your employer uses Benevity, your life just got easier!!

When you arrive at the "Search for Charity" option, Children's Miracle Network Hospitals can be selected with "Extra Life" as a project. From there, add your name, email and most importantly, your participant fundraising page URL.



If your company doesn't work with Benevity, you can ask what is their approved process for requesting matching gifts.

## EIN NUMBERS

**United States:** 87-0387205

**Canada:**

- Alberta Children's Hospital 130373244RR0001
- BC Children's Hospital 118852433RR0001
- CHEO 118852474RR0001
- Children's Health Foundation 118852482RR0001
- Children's Hospital Foundation of Manitoba 118852490RR0001
- IWK 867558090RR0001
- Janeway Children's Hospital 119239127RR0001
- Jim Pattison Children's Hospital 135309342RR0001
- McMaster Children's Hospital 131159543RR0001
- Operation Enfant Soleil 27186690RR0001
- SickKids 108084419RR0001
- Stollery Children's Hospital 122073158RR0001

CMN Hospitals Financials (501(c)(3) & W-9) HERE

Questions? Contact [support@extra-life.org](mailto:support@extra-life.org)

# Incentive Ideas for Company Teams

Inspiring employees to participate in Extra Life can have a significant impact on both the kids in your community and your company's culture. However, motivating individuals to actively engage in fundraising activities requires effective incentives that go beyond a simple sense of altruism. By recognizing and rewarding your employees' efforts, you can foster a spirit of collaboration, boost employee morale, and achieve remarkable fundraising outcomes.

In this list, we present a range of creative and engaging ideas to incentivize your employees to fundraise for Extra Life, encouraging them to exceed their fundraising goals while making a positive difference in their communities. Whether it's through friendly competition, team building activities, or personalized rewards, these incentives aim to harness the power of collective action and elevate the overall impact of that your company has on Children's Miracle Network Hospitals.

## Corporate Matching

Implement a corporate matching challenge where the company matches a portion of the funds raised by employees. This enhances the impact of their fundraising efforts and reinforces your company's commitment to giving back.

## Prizes & Rewards

Create a reward system where employees can earn prizes or rewards based on the amount of funds they raise. These prizes can range from small tokens like company-branded merchandise or gift cards to larger rewards like electronics or vacation packages.

## Recognition & Appreciation

Recognize and appreciate the efforts of your employees by publicly acknowledging their contributions. This can be done through company-wide announcements, newsletters, or social media shout-outs.

## Challenges for Leadership

Once a certain fundraising goal is achieved, have your organization or department's leader participate in a challenge or dare such as coming to the office in a costume, shaving their head or beard, receiving pies to the face or getting duct taped to a wall.

## Extra Time Off

Grant additional paid time off or flexible work hours as a reward for employees who actively participate in fundraising efforts. This gives them the opportunity to balance their work and personal commitments while supporting a good cause.

## Team Challenges

Organize friendly team challenges within the company, such as a departmental competition or a company-wide fundraising goal. Offer incentives to the winning teams or individuals, such as a trophy, team lunch, or an exclusive team-building event.

## Collective Unlocks

If a fundraising goal is achieved, provide a reward that benefits the entire team. Examples include catered lunch, a company-wide half day or public team recognition on internal communication channels.

## Experiential Fundraising

Set up "pay-to-play" opportunities for employees to pay a small amount to participate in an experience. Examples include paying to pop a balloon to win a small secret prize inside, setting up a giveback day with a business within walking distance of your office or hosting a team game night or tournament with a small cover fee. Funds raised will go towards Extra Life.

## Opportunity Drawing

Provide opportunities to be entered to win a desirable prize for every \$20 raised by an employee. Confirm with your legal department that this doesn't violate any local or state laws.

## Collector's Item

Design a new item to be given to employees that achieve a fundraising goal. Every year, switch out the item for something new to create a sense of urgency.



# Bring Extra Life to Work Emails

## Email #1

Hi <Name>,  
As a Team Captain for our Extra Life company team, I think you'd be a great addition to the team! You were one of the first people that came to mind because of your work ethic. Our team page is <Team Name linked to team fundraising page> and we're playing games to raise funds for <local member hospital,>. Can I count on you to join us and raise some money for a great cause by <date>?

## Email #2

Hey <Name>,  
Have you heard that our company is raising money for <local member hospital> via Extra Life? Our team page is <Team Name linked to team fundraising page> if you're looking to join! The Extra Life community rallies around the first weekend in November to raise money, but you are welcome to raise money whenever works best for you. Are you in?

## Motivational Message

Thank you, <Name>, for your commitment and outstanding efforts as a part of <Team Name!> I'm so excited for our company team to smash our goal of \$XXX! We can't give up now, <local member hospital> is depending on us. The best place to start asking for donations in your network is your friends and family. I know I can count on you, <Name.> Let's make a difference together!

## Text #1

<Name>, I need your help to raise funds for <local member hospital.> Will you join our company team and raise funds for local kids? Here is the link to get started: < join team url>

## Text #2

Our company is getting some people together to play games and raise funds for <local member hospital.> Can we count on you to join our team and raise by <date>?