

# How to Create an Employee Fundraiser for AACF: Step-by-Step Guide

Thank you for supporting the AACF. Organizing an employee fundraiser is a meaningful way for your company to give back to the industry while engaging your team in a shared purpose. This guide outlines the steps you need to take to create a successful fundraiser.

## Step 1: Plan Your Fundraiser

- **Set a Goal:** Decide on a target amount you'd like to raise.
- **Choose an Activity:** Examples include:
  - Casual Friday donations, "Wear jeans to work day"
  - A company trivia night or bowling night
  - Online crowdfunding using AACF's donation link
- **Pick a Timeline:** Choose start and end dates for your fundraiser.

## Step 2: Promote Your Fundraiser

- **Spread the Word:** Share details through email, newsletters, and social media. We will also share your campaign via our social media outlets.
- **Engage Employees:** Create excitement by sharing AACF's mission and impact stories.
- **Encourage Friendly Competition (Optional):** Offer prizes for top contributors or team challenges.

## Step 3: Host and Manage Your Fundraiser

- **Collect Donations:** Use AACF's designated url (we will provide) or assign a team member to track offline contributions. Often companies will also match the employee contributions made during the campaign.
- **Provide Updates:** Share fundraising progress with employees to keep momentum strong.
- We will also provide updated reports on any online donations collected.

## Step 4: Wrap Up and Celebrate

- **Share Your Success:** Announce the total amount raised and recognize participants.
- **Show the Impact:** Work with AACF to share how the funds will help families in the aftermarket industry.



We're behind you  
all the way.

## Who is AACF?

The AACF supports people in the industry and their families during the hardest moments of their lives.

## Who We Help

If you work in the aftermarket\*, we're here to help. Since 1959, AACF has supported individuals and families facing financial hardship due to unexpected adversity like floods, hurricanes, storms & fires, catastrophic medical conditions, severe accidents, and devastating fatalities.



SCAN TO GET  
STARTED

**HD.AftermarketCharity.org**

\* Assistance provided to individuals and families who work for a business in the aftermarket.



To get started with your employee fundraiser, please contact :

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Connect with Us



Automotive Aftermarket  
Charitable Foundation