



Crohn's & Colitis Foundation

Pie Day

March 14, 2023



Corporate Team Guide

Pie Day is a fun way to create awareness and help raise funds for vital research and patient programs.

Your company can participate and have a great time while raising awareness and funds for the Crohn's & Colitis Foundation. More than 10 million people worldwide are affected by Crohn's disease and ulcerative colitis, known collectively as inflammatory bowel disease (IBD). Your company's Pie Day fundraiser will show IBD patients that they are not alone.

Mission: To cure Crohn's disease and ulcerative colitis, and to improve the quality of life of children and adults affected by these diseases.

- Since being founded in 1967, the Foundation has played a role in nearly every major breakthrough in IBD research.
- We have invested almost half a billion dollars into finding the causes, treatments, and cures for Crohn's disease and ulcerative colitis.

Getting involved to make a difference for Crohn's and colitis patients is as easy as pie!

You'll be in good company

- Corporate Leaders
- Medical Professionals
- Patients/Caregivers
- Influencers

Here's the cherry on top—positive visibility for your brand!

Our social media reach:

- 200K+ Facebook
- 63K+ Instagram
- 35K+ Twitter
- 17K+ LinkedIn
- 2K+ TikTok



Michael Osso
President & CEO,
Crohn's & Colitis Foundation

How-to steps and fundraising tips:

1. Team and Group Options:

- a. You can have one **Company Team**. A team is a group of people who fundraise together throughout our Pie Day event. The Team Captain will lead the charge with recruitment, motivation, etc. All members are working toward the team fundraising goal.
- b. Or, you can have multiple Team pages (think different departments, floors, etc.) and we will create your **Company Group**, for your team members to join, in addition to their teams. For example, your company could create a Marketing Team, Sales Team, and HR Team to see who can raise the most money for cures. All funds raised will show on the Team pages, and by “joining” the Company Group, **the collective effort of the company can be tracked and celebrated**. Contact Melissa Scott at mscott@crohnscolitisfoundation.org to create your Company Group.

2. **Assign Team Captains to lead the charge!** Your Team Captains will lead recruitment and encourage fundraising.

3. **Set goals** at the individual, Team, and Company Group levels.

4. **Register** your Team at www.pie-day.org.

- a. See “How to Get Registered” for step-by-step instructions.

5. Hold Team Meetings and Communicate

- a. Set aside 10 minutes at staff meetings to talk about the Crohn’s & Colitis Foundation, Pie Day, and how to participate.
- b. Schedule a Zoom call to get the message out!
- c. Have Team Captains send out regular communications to motivate the team, celebrate milestones, and highlight Crohn’s and colitis patients.
- d. Post flyers around the office.

6. Have Fun

- a. Start a friendly competition. Fundraising competitions have been proven to increase revenue and are a lot of fun! Ideas include the most money raised, the first to hit a milestone, or the most donations received. Prizes can be anything employees value, such as an extra vacation day or prime parking spot use.
- b. Hold an internal pie baking or pie eating competition.
- c. Provide coffee and pie during a team meeting.

7. **Visit and share** the Crohn’s & Colitis Foundation 2023 Pie Day website for resources and useful tips to help your Team/Group be successful. There are lots of fundraising tips and even a guide!

8. **Ask for help!** Contact Melissa Scott at mscott@crohnscolitisfoundation.org with any questions.

Get sticky, have fun, and raise money to help us find cures!



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