

# UNCOVERING CORPORATE SUPPORT FOR GGP

By Elizabeth Joshi, parent advocate, Joubert Syndrome and Related Disorders Foundation

## Looking for Corporate Champions

\*Keep in mind that large, national chain stores may not be able to participate with this initiative unless corporate is consulted and in agreement. However, if you have a friend or acquaintance employed by a national chain store, it is definitely worth it to call on them and ask what the corporate policy is as to participating in GGP with respect to employees wearing denim pins, having the store sell cut-outs, putting up GGP posters, etc. Some large retailers allow some of their store managers to make certain decisions about fundraising efforts, but by and large, corporate needs to be contacted.

## Local Support

\*Local stores are a great resource for participation, particularly those that have a link to children. I had great success with a children's boutique, children's hair salon, local toy store, etc. It is good publicity for these types of businesses to be selling cut-outs or putting up posters for an initiative supporting kids. Of course, these store owners also tend to have a soft spot for helping children.

\*Consider businesses you patronize frequently, even if their businesses are not specifically related to children. For example, I frequently bring my son with me when I mail packages at one packing store that agreed to sell the cut-outs and put up posters. They have gotten to know my son and know I am a loyal customer. Consider also local restaurants the family may go to regularly.

## Children Specific Businesses

\*Ask children's businesses that may not be retail establishments per se—e.g. a children's gymnastics studio, children's music studio, etc. to put up posters and/or wear denim pins to support the cause. These businesses may not be able to sell cut-outs, but they can still show allegiance to the cause.

## Friend-Raising

\*Ask friends who sell items at parties via catalog—e.g. cookware, candles, clothing, cosmetics, if they would be able to donate a percentage of proceeds from certain sales generally or sales of specific products during the month of February to a designated 501(c)(3) charitable organization.

