How Can Alpha FMC Support Rainforest Trust?
PRO BONO OPPORTUNITIES

The expertise and competencies of Alpha FMC dovetail nicely with areas where Rainforest Trust could improve. Although we may uncover more opportunities as the relationship grows, pro bono activities could include any or all of the following:

• Benchmarking
  ▪ Assess Rainforest Trust’s role in addressing the issues to which we are committed in comparison to other conservation organizations. Provide information regarding what needs to be done to get/stay ahead.
  ▪ Determine how to evaluate the effectiveness of Rainforest Trust's work.
  ▪ Create slide templates (or other mechanism) to adequately present accomplishments and successes to stakeholders.

• Regulatory Compliance
  ▪ Ensure Rainforest Trust partner diligence and operations meet points of US-based regulations.
  ▪ Create a list of regulatory compliance Rainforest Trust should consider.

• Operational Support
  ▪ Human Resources Department:
    Needs include identifying gaps, establishing and standardizing processes, and maximizing efficiencies through better use of technology.
• Finance and Accounting Department
  • Evaluate and streamline the process of entering and reconciling income.

• Financial Development/Fundraising Department
  • Determine the ROI of adding Rainforest Trust locations in other countries. With a focus on Canada and other countries in the EU, where might Rainforest Trust realize opportunities? What is the most strategic operational model for maximum effectiveness?
  • Evaluate the process of receiving and entering revenue; develop work flows to improve functionality between fundraising and accounting teams.
  • Evaluate the process used for sending out direct mail pieces and develop a work flow for the process.

• General Operations
  • Evaluate efficiency of current internal communications and project management tools and make appropriate recommendations. If a new tool is chosen, lead the implementation.
  • Taking into consideration data security, hardware and software maintenance, etc., determine the most effective model for implementing technology expertise (outsourcing versus Rainforest Trust staff).
FUNDRAISING (FR) AND AWARENESS RAISING OPPORTUNITIES

We propose that Rainforest Trust and Alpha work together to create the overall campaign messaging for the year. All fundraising and awareness efforts can then be part of the larger campaign. Suggestions for fundraising include:

- **Special employee giving campaigns** - Text-to-give campaign (may only work in the US); an Alpha landing page on the Rainforest Trust website with an easy donation mechanism for employees (FR).

- **Employer matching gifts campaign** (FR)

- **Peer-to-Peer fundraising campaign** (FR)

- **Virtual “Brown Bag”** to raise awareness about specific conservation projects and issues for each location once during the course of the year, recorded as a **pod cast** available for global staff throughout the year (awareness).

- **Casual Dress Day** - Employees pay a small amount to wear jeans or other casual clothes on a determined day (could be repeated each week); can also be an opportunity to work with vendors and neighboring offices to have them collaborate with your company (FR).
- **Interactive Video Fundraiser** - For this fundraiser, Alpha would choose an activity, record a few employees completing the challenge, and then encourage supporters (customers, social media network, etc.) to do the same (FR and awareness).

- **Make Change** - Employees create fundraising containers to collect spare change to donate to a Rainforest Trust project; containers can be decorated to depict their favorite endangered species, a forest, or something related to climate change. Prizes can be awarded for the best donation container and most money raised (FR).

- **Trivia Night** - Ask a pub or restaurant to allow Alpha to host a trivia night with a percentage of sales (or maybe a small fee to enter) going to Rainforest Trust. The trivia questions could be specific to conservation and include topics such as climate change, environmental concerns, endangered species, and rainforests (FR).

- **Celebrity Bartender Event** - Ask a pub or restaurant to host an event where your employees, leadership, vendors, or other influential people in the community bartend and raise money for the charity. This can be a one-night event or can be a 30-day fundraising campaign for the “celebrity” bartenders that ends with the bar event (FR).

- Employees who participate in the 1 Hr/1 Day initiative will receive a certificate thanking them for their contribution and participation.

- Rainforest Trust will support fundraising initiatives Alpha hosts for employees such as a landscape photo contest, walk or run, or other contests/campaigns developed throughout the relationship.