



How Can **MONSTER ENERGY**
and Rainforest Trust
Partner?



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PRO BONO OPPORTUNITIES

Your company and your employees have real, tangible skills that could benefit a nonprofit organization. If your employees are looking for a rewarding, engaging and meaningful workplace experience, you can provide that for them by partnering with Rainforest Trust. Specific roles in which pro bono skills could be utilized can be explored as our relationship grows.

Areas of Opportunity May Include:

- **Fundraising**
- **Marketing and Public Relations**
- **Operational Support** (Human Resources, Finance, Technology)
- **Conservation** (needs include those of the Rainforest Trust headquarters as well as the organization's partner organizations throughout the world)

Benefits of paid volunteer opportunities include:

- ✓ Increased company brand awareness
- ✓ Improved employee retention
- ✓ Improved communication and team building
- ✓ Development of new skills and expertise
- ✓ Discovery of new potential leaders
- ✓ Healthier and happier employees



FUNDRAISING AND AWARENESS RAISING OPPORTUNITIES

There is a wide variety of opportunities for Rainforest Trust and Monster Energy to partner. Whether you are considering a one-time donation or a long-term commitment, we can work together to create real impact.

Suggestions are not limited to, but could include:

- **Cause Marketing Campaign** - Increase sales while helping save the world. Together, we can build a campaign where a percentage or portion of sales can be donated to protect rainforests, save endangered species, safeguard marine environments, or help with another conservation issue that is important to Monster Energy. Consider aligning the stores that purchase Monster Energy products.
- **Employer Matching Gifts Campaign**
- **Virtual Peer-to-Peer Fundraising Campaign**
- **Virtual "Brown Bag"** to raise awareness about specific conservation projects and issues, recorded as a **pod cast** available for global staff and subsidiaries 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. If your employees are mostly working remotely, let's create a fun campaign that can be done using Zoom.





- **Interactive Video Fundraiser** - For this fundraiser, Monster Energy would choose an activity, record a few employees completing the challenge, and then encourage supporters (customers, social media network, etc.) to do the same.
- **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. The campaign could also be shared with Monster's customers and social media followers.
- Rainforest Trust will support fundraising initiatives Monster Energy hosts for employees and customers such as a landscape photo contest, a walk or run, or other sporting events/contests/campaigns developed throughout the relationship.

Don't see anything here that is a good fit? We are happy to **customize** a partnership to meet the needs of Monster Energy. **Contact Beth@RainforestTrust.org for more information.**



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