

EMPLOYEE ENGAGEMENT BUILDING BLOCKS

A guide for growing Cycle for Survival at your company

At Cycle for Survival, we are experts in employee engagement. Through our work with over **1,000 corporations**, we have identified eight building blocks that enable companies to easily transform their Cycle for Survival participation into a powerful employee engagement effort. These building blocks will help positively impact culture across the entire company and provide an opportunity to make real progress in the fight against rare cancers.



STEERING COMMITTEE

Bring together 3+ employees who are passionate about rare cancer research to lead a monthly strategy meeting in partnership with a Cycle for Survival staff member.



ADMIN SUPPORT

Identify a team member who has a personal connection to rare cancer to help coordinate meetings, registration, and events.



KICKOFF EVENT

Host a kickoff event to educate your employees about Cycle for Survival. Try having a few colleagues share what inspires them to support rare cancer research.



COMPANY TEAMS

Organize teams by business unit or department and appoint a team captain. We encourage friendly fundraising competition!



EXECUTIVE CHAMPION

Appoint a C-level employee who cares deeply about the cause to help lead Cycle for Survival recruitment.



ECOSYSTEM INVOLVEMENT

Get your clients involved by inviting them to donate, join a team, or start their own team.



SENIOR-LEVEL PARTICIPATION

Encourage business unit or department heads to participate and donate. Leadership engagement is key to increasing momentum.



(OPTIONAL) FOUNDATION SUPPORT

Elevate your company's impact on rare cancer research by adding Cycle for Survival to its philanthropic portfolio.

“ **This is one of the most important events we do as a company. We come together, every line of business, every function, for one goal — to raise money to beat rare cancer.** ”

—Jed Laskowitz, Global Head of Private Markets, J.P. Morgan Asset Management

Many companies create shirts for their teams to wear proudly at the event. When you use the code **cycleforsurvival** on Custom Ink between 8/1/2026 and 4/1/2027, 10% of sale proceeds will be donated to Cycle for Survival. Scan the QR code to get started.

