



How to Participate in Rockford Day 2023

For any business, faith community, or organization:

- **Give back to your community.**
 - **Fundraise*** for your favorite local nonprofit.
 - **Clean up** an under-served neighborhood in Rockford.
 - **Collect donations^o** for a local cause.

For restaurants and retail:

- Offer an 815 or 779 themed **deal or special**.
- Give customers a chance to **win a Rockford/815 themed prize** or basket.

For other businesses and corporations:

- **Host an employee fundraiser** for your favorite local nonprofit.
- **Spend a portion of the work day volunteering** time at a local nonprofit.
- **Give back to your employees** by providing them lunch or breakfast or hosting a barbeque or other internal celebration.
- **Share your Rockford story** in writing, in photos, or on video using the hashtags #RockfordDay2023 #815Day2023.
- Offer a **tour of your business or organization** (submit this as an event on GoRockford.com/RockfordDay).

For neighborhood groups, clubs, and other organizations:

- **Do a neighborhood cleanup** or beautification project.
- **Host a neighborhood picnic** or other social gathering.
- **Post a photo** of members of your group/organization in 815 gear using the hashtags #RockfordDay2023 #815Day2023.
- Feature your group members, clients, or associates telling their own **stories of living in Rockford** on your social media using the hashtags #RockfordDay2023 #815Day2023.

For business associations:

- Host an **event in your business district**
 - A scavenger hunt
 - A progressive shopping experience
 - A live outdoor concert
 - Sidewalk chalk or other art activities

*Fundraising ideas:

- Offer employees the chance to wear 815 gear instead of work attire for a monetary donation; give donations to a local nonprofit.
- Host an employee event such as a talent show, family movie or game night, or white elephant auction. Ask for a monetary donation to attend.
- Host penny wars
 - o Designate teams (departments, floors, or other groups).
 - o Provide each location their own jug for collecting money.
 - o Teams gain points by adding pennies and bills greater than a dollar to their own jug.
 - o Participants can reduce the competition's points by adding silver coins and one dollar bills to other teams' jugs.
 - o Provide the team with the highest point total some type of reward on Rockford Day.
 - o Points earned as follows:
 - Pennies +1 point
 - \$5 dollars +500 points
 - \$10 dollars +1000 points
 - \$20 dollars +2000 points
 - Nickels -5 points
 - Dimes -10 points
 - Quarters -25 points
 - \$1 dollar -100 points

°Collect donations for a local cause or nonprofit:

- Diapers, wipes, formula, or other baby products
- Personal hygiene items
- Feminine hygiene items
- Paper goods (toilet tissue, paper towels, napkins)
- School uniforms
- Socks and undergarments

If you need ideas for what types of items are most needed in our community or which local entities need support, contact...

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