



# Fundraising Internal Fundraising

Fueling recruitment business growth through impactful marketing

**Companies that implement equity schemes experience a  
29%  
increase in employee retention**

## The different ways to fundraise internally

1

Commission

2

Salary sacrifice

3

Promotions

## Why fundraising from employees makes sense



Reduces cost



Drives retention



Aligns employees

## Key considerations when issuing equity

1

Amount

2

End goal

3

What rights to give

4

Vesting schedules

5

Distribution events

6

Documenting