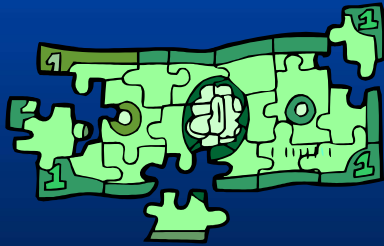


Raising Funds and Recruiting Sponsors



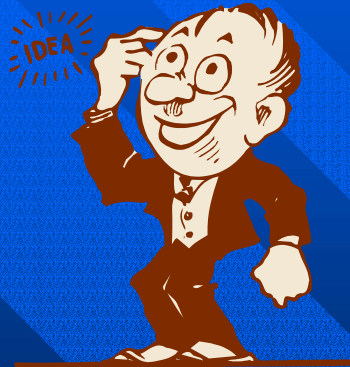
“Putting The Pieces Together”

Cheryl Bennett
Mojave Desert AQMD
Victorville, CA

What is the purpose of sponsorships and fundraising?

- ❑ To bring money to a project
- ❑ To complete a goal
- ❑ To build relationships with other companies and agencies

Where Do I Start?



Understand the objective of the project on which you are working.

- Who are you trying to reach?
- Are you reaching adults, children, or the regulated community?
- Are you educating individuals on a specific topic or your business as a whole?



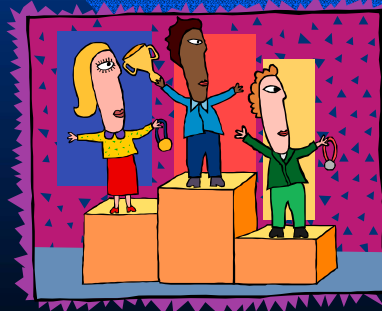
Understand the objectives of the company from which you are soliciting a sponsorship

- What is the company's mission statement?
- What market are they trying to reach?
- Are they seeking to place information into a market that is difficult for them to reach?

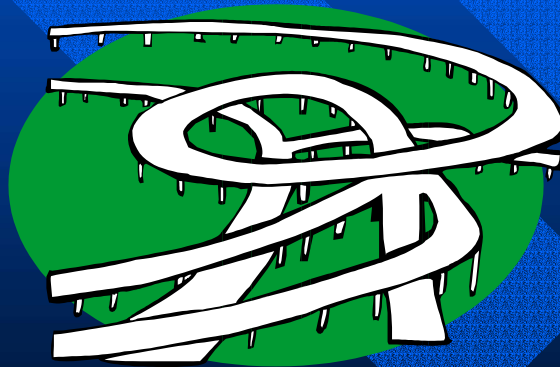


Figure out how you can tie the two objectives together and make a **win-win** partnership.

- ❑ Are your objectives the same?
- ❑ Do you want to reach a market that they have a partnership with?
- ❑ Do you have an open door into a market that they would also like to be included in?

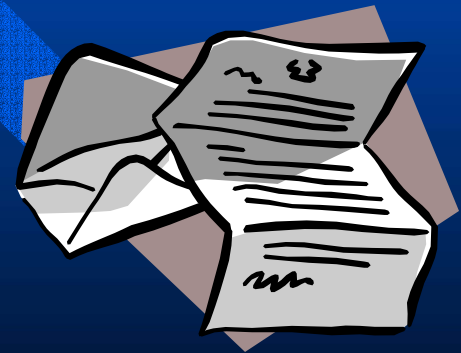


Now that you understand
where you are and
where you want to go,
where do you go from there?



Steps to Making the Contact

1. Cold Calls
2. Letters



Cold Calls



Unfortunately, cold calls are an imperative part of the sponsorship and fundraising process. No one likes to do them, but they are a must!

- Use chamber directories to find potential sponsors, as their contact list is generally very accurate.
- Use your agency's contact list if you are soliciting businesses that work directly with your company.

How do you make cold calls?



- ❑ Be cheerful, but be business-like. No one likes someone who is so “business,” that they become boring. You will turn them off after the first sentence.
- ❑ Smile. They will hear you.

- ❑ Find a phrase that you can use that will be an ice-breaker in warding off the strain that is often felt by you, the caller, as well as the individual you are calling. This will ease unnecessary tension, and will help your conversation flow.
- ❑ Explain your proposal, including the benefits for them, but do not take too long. They too have a busy schedule.

- ❑ Take time to listen to their questions and hear their responses.
- ❑ Be happy to meet their requests, and follow-up accordingly.
- ❑ Always thank them for taking the time to talk with you. Remember, they can make you or break you.



Letters

What are the types of letters I should write?

What should they include?

What you say in a letter, who receives them,
and how they are sent can vary on
a case-by-case basis.

- If you are working with a sponsor who is a repeat sponsor, the letter will generally be the same as the other letters you send, but you can also send a handwritten note asking how they're doing or something that you may know about them personally.

Example: You may have information that one of your sponsors' children was recently married. You remember them being stressed the last time you spoke. This is a perfect opportunity for you to 'humanize' the fundraising approach by asking them how the wedding went.

- ❑ Again, if your sponsor is a returning sponsor from the previous year, you may not need to send them a letter. They may just ask for an invoice or a short email. Let them make this decision.
- ❑ Make sure that the letters you send explain the program, the goals set in place, the growth that has incurred, and what your anticipated projects are for the upcoming year.

What Do You Do For Your Sponsors?



What you do for your sponsors will be one of the major factors of you solidifying sponsorship with them.

Do not underestimate this step!

- ❑ Make a list of the ways you plan on recognizing your sponsors.
- ❑ Decide if you want to offer a flat sponsorship amount or if you want to offer sponsorship levels.
i.e. Platinum, Gold, Silver, Bronze.
- ❑ If you choose a sponsorship level approach, clearly list what each level will entail.

You can use some of these approaches as ways to recognize your sponsors:

- ❑ Plaques
- ❑ Award dinners
- ❑ Logo placement on printed brochures and banners
- ❑ Recognition on company website
- ❑ Recognition in newspaper “Thank You” ad

- You can also consider doing a ‘one time’ project that will include their logo and/or company information.

Examples:

- Puzzles
- Activity Books
- Seasonal Promo Items



The objective is to offer them something they can't refuse.

What To Remember...

If you don't remember anything else, remember that they are buying you. You are the reason they want to give your company money and support your goals, as well as their own. Make them think that they would be crazy to let this opportunity pass them by. Not only would it hurt them, but in some way, they would disappoint you, and they really do not want to do that. You have created in them a feeling that they would be 'on top of the world' if they were to partner with you and your company, and that not only would the company benefit, but they would have a long-lasting and solid relationship with the company, and with you.

You can do this!

Be you, have fun, and build long-lasting relationships through the world of sponsorships and fundraising.



You Are The Key!