



Sponsorship Training

Week 2: Generating Leads



Topics

- Week 1: Intro and Telling Your Story
- **Week 2: Finding Leads**
- Week 3: Crafting the Email Pitch
- Week 4: Foundations and Grants: What do they want?



Objectives for this class

- Individual
 - Personalized short in-person pitch
 - Personalized email pitch template
- Group
 - Bank of answer templates for typical grant application questions



Last Week's Homework

Present elevator pitches



Finding Leads

What is a Lead?

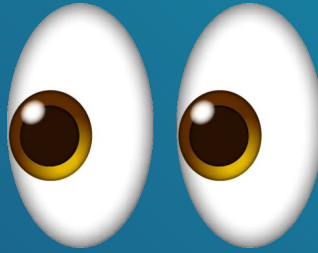
An individual or organization who could be interested in what you have to say

Leads are people, organizations, or businesses we want to turn into sponsors

Where to Find Sponsors

- ◇ People and organizations that donated before
- ◇ Personal networks
 - ◆ Family
 - ◆ Workplace connections
 - ◆ Other activities (sports teams, dance studio, etc.)
- ◇ Community networks
 - ◆ Local community-based businesses
 - ◆ Larger businesses in related industries

Where to Find Sponsors



Just keep your eyes open as you're driving around.
See a business name? Write it down to Google later
Search local business directories, business associations, chamber of commerce
chapters

What is the Ask?

- ◇ Money
- ◇ Services
 - ◆ Fabrication, apparel, document printing, etc.
- ◇ Equipment and supplies
- ◇ Expertise
- ◇ Host a fundraiser or other event

What else can we ask for from a sponsor?

Keep in Mind

- ◇ How affected is the organization by current economic conditions?
 - ◆ Adjust what you ask accordingly
- ◇ What is the organization's area of expertise?
- ◇ How large is the organization?
- ◇ It's ok to hear "no, thank you"

Without the money to support the team, we can't provide the opportunities for hands-on technical experience

What happens after?

- ◇ Say THANK YOU
- ◇ Follow up
 - ◆ Let them know what happened at the event/season
 - ◆ What was the impact of the sponsorship?



Any Questions?

ITS OKAY TO ASK FOR HELP

If the kids don't want to talk, we will make them

To do for next week

- ◇ Find 5 businesses or organizations in your community that you might approach
 - ◆ Why they would be good as a potential sponsor?

<https://forms.gle/v1tmL3kVd5iz6NCu9>

No fancy video production - pretend you're talking to someone in person

This is a first draft - doesn't need to be perfect. Will work on refining your elevator pitch each week.

Feel free to look at examples thru Google and experiment with what works for you