QUICK TIPS

CORPORATE FUNDING

Organizations may utilize various resources for funding fees/admissions at events, sales, membership dues, co-sponsorship with other organizations, Student Senate allocations, and contributions from outside sources like local business and corporations.

If the group decides to look outside the University setting for funding, you need to have a plan!

Before contacting possible sponsors, get a clear idea of:

- **PURPOSE OF FUNDRAISING**
  Specific event/cause for which you’re raising money or donations
  Date, time, and location of the event
  Number of people involved and observing
  Why this is a worthwhile cause for donations

- **SPECIFIC AMOUNT and TYPE OF DESIRED SUPPORT**
  Money
  Merchandise
  Services
  Discounts

- **BENEFITS TO SPONSORS**
  Advertising for their business
  Increased business with discounts

- **POSSIBLE SPONSORS**
  Local merchants
  Grocery stores
  Restaurants
  Banks
  Large corporations
  Check with Chamber of Commerce for ideas

START EARLY/BUILD AHEAD!
CORPORATE SPONSORSHIP

There are three (3) main ways to contact possible business sponsors: in writing, by phone, or in person. Each way has its advantages and disadvantages. Sending a letter (or perhaps an e-mail) is much quicker than phone calls or personal visits if you are targeting a large number of sponsors. However, a letter can easily be thrown away, and e-mail easily deleted, whereas a potential sponsor must personally respond when you call or visit. Remember, it’s much more difficult to say “no” when you are standing in front of them. Below are suggestions for soliciting sponsorship with the three methods.

**LETTER**

Develop a letter which includes:
- Co-sponsorship proposal (see below)
- Times when you will follow-up with them
- Address and phone number of contact person to call if they have any questions.
- Self-addressed stamped envelope and sponsorship agreement form (an optional form that they could fill out and return if they wish to sponsor)

Make it as professional as possible. You may develop a standardized letter, but try to personalize it wherever possible (“Dear Mr. Brown” instead of “Dear Owner”) and be sure to sign every letter personally.

**SAMPLE LETTER**

Dear Mr. Brown:

As we look toward this country’s future leaders, we can imagine the challenges they will face in the year 2003. In order to enhance leadership skills to develop the Christian leaders of tomorrow, LeTourneau University is planning the Seventh Annual Student Leadership Conference, a one-day workshop designed for college students all across Texas. This year’s conference is Saturday, November 16 and will encompass the talents and knowledge of LU personnel and students.

In order to allow students the opportunity to attend without a financial burden, we charge only a minimal registration fee and must locate additional funding to cover the expenses of the conference.

Based on your dedication to Christian leadership, we ask that you consider becoming a sponsor of our conference. A donation of $500 will purchase the conference notebooks and all written materials. In return for your generous support, we will include your name on all promotional materials and include your company’s advertisement in the notebooks.

Attached you will find detailed information about the conference and additional sponsorship opportunities. Thank you for considering our request. We will be contacting you in one week to discuss your decision. Please don’t hesitate to contact me at 233-1234 or JaneDoe@letu.edu if you have any questions.

Sincerely,

Jane Doe
Coordinator, Student Leadership Conference

**CO-SPONSORSHIP PROPOSAL**

- Purpose and history of the event (if project has been done before)
- A description of the event (date, time, place, etc.)
- The amount/kind of contribution you are seeking and specifically how the money will be used (speaker, food, etc.)
- Number and type of people involved (college, high school, professionals)
- Cost and anticipated sources of income
- How this is a worthwhile cause
- Benefits they will receive (advertising on posters, your group will distribute the sponsor’s flyers ad the event, etc. Be creative— you might want to develop a benefits scale: $200 donation will receive acknowledgement on posters, $300 = posters and t-shirts, $500 = on all promotional materials and group will distribute flyer at event)
- Other sponsors already committed to the project

**PERSONAL VISIT/PHONE**

Develop and memorize (if making personal visits) a script which includes all information from the Co-sponsorship Proposal (see below).

When you call or visit, ask for the owner or manager right away; others may listen to you, but they will ultimately have to refer you.

Dress well; introduce yourself, including your organization name and office. You may want to tell them about your group’s purpose if they have not heard of it before.

Go through the information, trying to speak extemporaneously and not from the memorized script.

If other companies have already given, let them know who and how much.

If in person, give them a copy of the proposal; if calling, offer to send one.

Offer them more time to think about it; arrange a time to call/visit again.

If they agree to sponsor, arrange a time to pick up the donation.

Thank them for considering your request.

**THANK YOU/RECEIPT**

Send a thank-you to all sponsors. You may want to make it on your group’s letterhead and include the specifics of the donation for a receipt.

**SAMPLE**

Dear Mr. Brown:

The Student Leadership Conference appreciates the generous donation of $500 from ABC, Inc. This money was used to purchase conference notebooks and all written materials for 250 students. The conference was a great success, and it would not have been possible without your generous support. Thank you for contributing