



# It's All About the Money: Corporate Fundraising for Children's Programs

Presented by:

**Silvia Cisneros**

*Senior Librarian, Santa Ana Public Library*

&

**Cheryl Lee**

*Senior Children's Librarian, Palo Alto City Library*



# Agenda

- Your Program Needs
- Potential Sponsors
- The Approach and What's in It for Them
- Secure Your Donation
- Follow Up
- Q & A

# Section 1: Your Program Needs

# Your program

- What type of Program?
- Who will you be serving?
- What do you want to offer?



# Who Can You Approach?

- Restaurants
- Bakeries
- Grocery Stores
- How do you decided who to ask?



# What do you need help with?

- Food
- Refreshments
- School/office supplies
- Gift cards
- Money
- T-Shirts
- Toys
- Books
- Craft Materials
- Coloring Books
- Baskets
- Furniture
- Electronics
- Backpacks
- Jewelry

# Section 2: Potential Sponsors

# Potential Sponsors

## Typical Sponsors

- Grocery Stores
- Restaurants
- Bookstores
- Bakeries
- Department Stores
- Non-profits
- Newspapers
- Local companies

## Atypical Sponsors

- Carpet Stores
- Insurance Companies
- Real Estate Brokerages
- Sports Teams
- Tutoring Companies
- Flower shops
- New businesses
- Dentist
- Food Trucks
- Extended Area Sponsors



# Types of Donations

## Typical Donated Items

- Money
- Food
- Services
- Gift Cards
- Program
- Time
- Flowers

## Unusual Donated Items

- Employees
- Hangers
- Carpet Squares
- Toothpaste
- Toothbrushes
- Skateboards
- Autographed items





# 2012 Lunar New Year

Corporate Sponsor: Food Trucks



**SWAP ME!**  
August 17<sup>th</sup> 3:30pm  
Children's Library  
Sophie the Giraffe  
Baby Teething Toy

# Back to School Swap

Corporate Sponsor: Kohl's Department Store

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# Small vs. Big Companies

## Small Companies

- Get donations quickly
- Less red tape
- Smaller donations
- Recurring donations
- Reliability factor
- Looking for immediate results

## Big Companies

- Slower process
- More red tape
- Bigger donations
- Less frequent donations
- More reliable
- Looking for brand recognition

# You Scratch My Back, I'll Scratch Yours



- Outreach events can lead to sponsorship
- Don't be shy, ask for reciprocal opportunities

# Downtown Library Reopening

Corporate Sponsors: Whole Foods, YMCA, Culture Frozen Yogurt & California Pizza Kitchen





# Section 3: The Approach and What's in It for Them

# Ways to ask for a donation



1)Email

2)Mail

3)Friend of a Friend

4)Phone Calls

5)Face to Face

# Email/Online



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## Where do I forward my online proposal?

Once the application is completed online, you will need to click the "Review & Submit" button at the bottom of the last page of the application to submit your application electronically on the internet. Once your application has been submitted, a confirmation e-mail will be sent to the e-mail address that you used to create your online grant application account. Please add [Community.Relations@target.com](mailto:Community.Relations@target.com) and [Application.Notification@target.com](mailto:Application.Notification@target.com) to your e-mail address book (or friendly senders) to ensure that these messages arrive in your inbox.

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## May I send the application directly to a Target representative or another contact at Target?

No, Target only accepts applications online.

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## If I want to mail a copy of my request for review, to whom do I address it?

Please do not mail any grant requests. Only online applications will be considered.

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# Mail

- Address each donor by name
- Talk about the program
- Mention the reasons for the program
- Why will the children benefit
- Long enough to inspire them

MAYOR  
Miguel A. Pulido  
MAYOR PRO TEM  
Carlos Bustamante  
COUNCIL MEMBERS  
Claudia C. Alvarez  
David Benavides  
Michelle Martinez  
Vincent Sarmiento  
Sal Tinajero



CITY OF SANTA ANA  
LIBRARY  
26 CIVIC CENTER PLAZA  
SANTA ANA, CA 92701

CITY MANAGER  
David N. Rasm  
CITY ATTORNEY  
Joseph W. Fletcher  
CLERK OF THE COUNCIL  
Patricia E. Healy



Date

California Pizza Kitchen, Manager  
Main Place Mall  
2800 N. Main Street, #872...  
Santa Ana, CA. 92701.

Dear Sir or Madam:

The Santa Ana Public Library is gearing up for a summer of fun reading for children and families in Santa Ana. Our 2009 Summer Reading Program with the theme "Home Run Readers" will run for six weeks, beginning June 19 through August 1, 2009. We are writing to request your assistance and sponsorship to this program to make it an exciting activity for our youth this summer. □

The purpose of the Summer Reading Incentive Program is to encourage children and teens, Pre-school to 12<sup>th</sup> grade, to read during the summer. With reading incentives, students are more motivated to continue reading outside of school, which will help retain and improve their reading skills as well as develop a positive attitude toward reading and books. Participating students receive small prizes for reading a required number of books. In addition, those who complete the entire reading requirement will be entered into the grand prize raffles for better prizes.

Every summer, the Santa Ana Public Library reaches out to thousands of youth in the community. These youth will be ready to begin a new school year in September with stronger reading skills and greater academic preparation.

As the economy worsens and funding is severely limited, we mostly depend on the generous support of community partners and sponsors to keep this essential program going. We hope to receive your continued support this year as you have generously given us in the past. Please help us continue to provide this worthwhile service to our needy children. We are grateful for any donations, large or small, that your restaurant can offer. Donations can be sent to: **Santa Ana Public Library, Youth Services, Attention: Supervising Librarian, 26 Civic Center Plaza, Santa Ana, CA 92701**

Monetary donation can be made out to the "Friends of the Santa Ana Public Library", Attn: Youth Services, Summer Reading Program. All prizes & donations will be raffled at the end of the program for those who complete the reading requirements.

Thank you very much for being a part in this important effort to help promote reading to Santa Ana youth. If you need more information on the reading program or other library services, please call me at (714) 000-0000 or email me at -----

Sincerely,

Supervising Librarian  
Youth Services

# Friend of a Friend



**Friend Graph**

# Phone Call



# Face to Face

## Prepare!

- Dress professional
- Take letters with you
- Business cards
- Previous program statistics, pictures, flyers
- Speak with owner, supervisor, head of customer service



## Conversation

- Let them know about the community you are serving
- Program's mission
- Identify your needs
- Present "the ask"
- Why should they work with you.

# Face to Face



- Don't focus on the request
- Be aware of body language
- Have a target amount in mind
  - Ask as high as you can



**SECRET**

## The Fundraising Goal \$200

- Put in your own gift
- Ask your significant other for a gift
- Ask your boss for a gift
- Ask two co-workers for a gift (Ask them for \$5 each, they will think that's nothing, right? But for you this means \$5 toward your goal.)
- Ask two friends for a gift
- Ask your neighbor for a gift
- Ask a relative for a gift



# How do you deal with rejection?



"IT DIDN'T HAPPEN THE WAY HE WAS HOPING, BUT IF FRANK GETS ANY MORE REJECTION LETTERS, WE'LL HAVE A NEW HOUSE THANKS TO HIS WRITING."

- An objection is not a rejection; it is simply a request for more information. - Bo Bennett, Businessman and Author
- Don't take it personally
- If one company says "no" it doesn't mean they will all say "no"
- When you can't figure out what to do, it's time for a nap. - Mason Cooley

# Section 4: Secure Your Donation

# Secure Your Donation

- Confirm donation
- Fill out forms and letters (if necessary).
  - Tax ID forms for donors
  - Formal request on letterhead
- Develop multiple contacts
  - Avoid scrambling if one contact leaves
  - Company goes out of business?
- Always ask for a second contact.



# Read-a-Thon

Corporate Sponsors: Culture Frozen Yogurt and California Pizza Kitchen



# 2011 Kids' Writing Contest Reception

Corporate Sponsors: Culture Frozen Yogurt, California Pizza Kitchen, and Whole Foods



# 2012 Kids' Writing Contest Reception

Corporate Sponsors: Think Tank Learning and Kye's Cupcakes

# 2012 Kids' Writing Contest Reception

Corporate Sponsors: Think Tank Learning and Kye's Cupcakes





# Section 5: Follow Up

# Ways to Say “Thank You”

## Traditional Recognition

- Thank You card
- Emails
- Sponsorship logo
- Website recognition
- Ad on our flyers

## Unconventional Recognition

- Ask your attendees to mention the library when they visit a sponsor.
- Speaking time during an event.



# Thank You Letter

- Address letter to person who authorized the donation
- Include direct reference to the specific items donated
- Explain how donation benefited the program and the community
- Send within one week after receiving donation
- Send pictures of your program

# Giants Replay Day

Corporate Sponsors: San Francisco Giants and Gordon Biersch Brewery





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# Gordon Biersch Fundraiser

Raised \$900 for the Children's Library!

# How Often Do You Ask a Sponsor to Donate?

- Until they say no!
- Keep giving them reasons to say yes.
- Remind them how successful the event was due to their participation.





Cheryl Lee  
Senior Children's Librarian  
Palo Alto City Library  
1276 Harriet St., Palo Alto, CA 94301  
650-463-4962  
[cheryl.lee@cityofpaloalto.org](mailto:cheryl.lee@cityofpaloalto.org)

Silvia Cisneros  
Senior Librarian  
Santa Ana Public Library  
26 Civic Center Plaza, Santa Ana, CA 92701  
714-647-5244  
[scisneros@santa-ana.org](mailto:scisneros@santa-ana.org)





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