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

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&

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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

<table>
<thead>
<tr>
<th>Typical Donated Items</th>
<th>Unusual Donated Items</th>
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</thead>
<tbody>
<tr>
<td>• Money</td>
<td>• Employees</td>
</tr>
<tr>
<td>• Food</td>
<td>• Hangers</td>
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<tr>
<td>• Services</td>
<td>• Carpet Squares</td>
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<tr>
<td>• Gift Cards</td>
<td>• Toothpaste</td>
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<tr>
<td>• Program</td>
<td>• Toothbrushes</td>
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<tr>
<td>• Time</td>
<td>• Skateboards</td>
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<tr>
<td>• Flowers</td>
<td>• Autographed items</td>
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</tbody>
</table>
# Stay Organized

Keep a detailed list of:

- Contacts
- Date and Time
- Phone numbers
- Email addresses
- Track Progress
- Next Step/Action Items

<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
<th>C</th>
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<th>E</th>
<th>F</th>
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<tbody>
<tr>
<td><strong>Asian Food Trucks</strong></td>
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<td><strong>Phone Number</strong></td>
<td><strong>Type of Food</strong></td>
<td><strong>Website</strong></td>
<td><strong>Email</strong></td>
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<td><strong>Coming</strong></td>
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*Note: The list above includes various food trucks with their respective details.*
2012 Lunar New Year
Corporate Sponsor: Food Trucks
Back to School Swap

Corporate Sponsor: Kohl’s Department Store
Back to School Swap

Corporate Sponsor: Kohl’s Department Store
# Small vs. Big Companies

<table>
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<th>Small Companies</th>
<th>Big Companies</th>
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<td>Get donations quickly</td>
<td>Slower process</td>
</tr>
<tr>
<td>Less red tape</td>
<td>More red tape</td>
</tr>
<tr>
<td>Smaller donations</td>
<td>Bigger donations</td>
</tr>
<tr>
<td>Recurring donations</td>
<td>Less frequent donations</td>
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<tr>
<td>Reliability factor</td>
<td>More reliable</td>
</tr>
<tr>
<td>Looking for immediate results</td>
<td>Looking for brand recognition</td>
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**Logistics**
- **Small Companies**
  - Get donations quickly
  - Less red tape
  - Smaller donations
  - Recurring donations
  - Reliability factor
  - Looking for immediate results

**Logistics**
- **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

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 and Application.Notification@target.com to your e-mail address book (or friendly senders) to ensure that these messages arrive in your inbox.

May I send the application directly to a Target representative or another contact at Target?
No, Target only accepts applications online.

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.
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
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

Helpful Tips

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

• 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
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.
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