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It's All About the Money: Corporate	
Fundraising for Children's Programs Presented by: Stilvia Cisneres Senior Librarien, Santa Ana Public Library	
8. Cheryl Lee Cheryl Lee Senior Children's Librarian, Palo Atto City Library	
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Agenda	
Your Program Needs	
<ul><li>Potential Sponsors</li><li>The Approach and What's in It for Them</li></ul>	
Secure Your Donation	
Follow Up     Q & A	- <u></u>
QuA	
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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
- Books
- Refreshments
- · Craft Materials
- School/office
   supplies
- · Coloring Books
- supplies
   Gift cards
- Baskets
- Money
- Furniture
- Wildricy
- Electronics
- T-Shirts
- · Backpacks
- Toys
- Jewelry

Section 2: Potential Sponsors	
Potential Sponsors  Typical Sponsors Grocery Stores Restaurants Bookstores Bakeries Department Stores Non-profits Newspapers Local companies  Potential 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	

# Stay Organized Keep a detailed list of: - Contacts - Email addresses - Date and Time - Track Progress - Phone numbers - Next Step/Action Items







## Small vs. Big Companies

#### **Small Companies**

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

#### **Big Companies**

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

## You Scratch My Back, I'll Scratch Yours

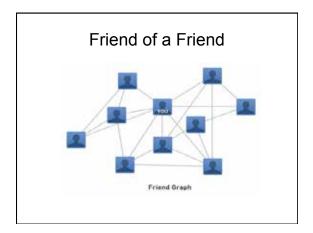


- Outreach events can lead to sponsorship
- Don't be shy, ask for reciprocal opportunities





# 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



#### 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

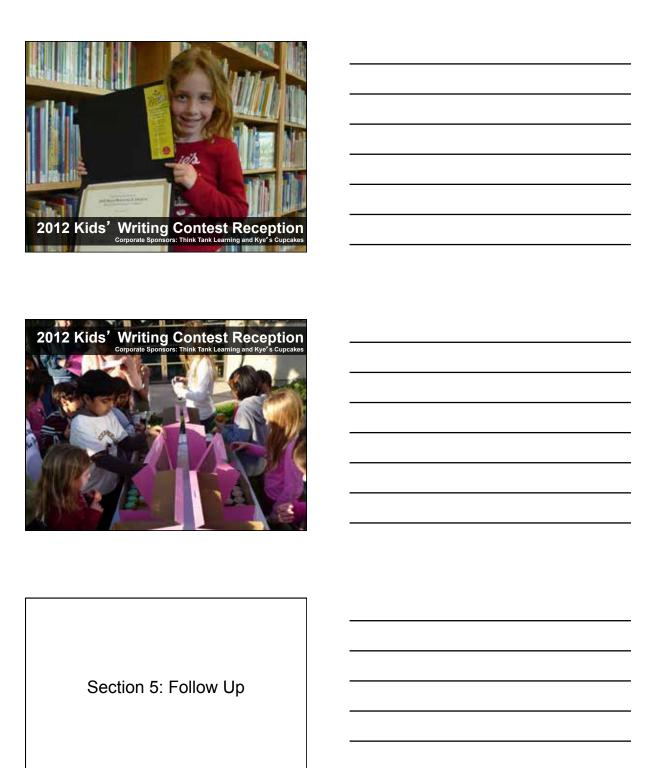
## SECRE The Fundraising Goal \$200 · Put in your own gift Ask your significant other for a gift Ask your boss for a gift Ask two co-workers for a gift (Ask them for \$5 each, they will think that's nothing, right? But for you this means \$5 toward your goal.) Ask two friends for a gift Ask your neighbor 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 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.







## 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







## 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.



