

A Volunteer's Guide to Making Successful Sponsorship Requests

We anticipate that event sponsorship donations of between \$250.00 and \$10,000 will account for 20% – 30% of what the Hemophilia Walk raises. Most Walk sponsors will make a donation because they are personally asked to by a friend, family member, customer or colleague. Although we offer attractive benefits for each sponsorship level, most donations will simply be that – donations. All businesses and organizations like sponsorship benefits, but you'll find they are just as excited about supporting either a person or a cause with which they have a strong personal or professional relationship.

With that in mind, the following tips will help you identify and successfully approach Walk sponsors.

Who should I ask?

You should ask anyone you have a relationship with who is financially able to make a cash donation of \$250 to \$10,000. Approaching someone you know and have a personal or business relationship is much more likely to get a positive response than making a cold call or sending a letter to a company or person with whom you don't have a relationship. It is important to remember that, in the end, people give to people more than they give to causes.

Here are some ideas to help you identify potential walk sponsors who might support the Walk if you asked them to:

- Your own family, especially if you have a family business.
- Your family physicians and other healthcare providers you use regularly.
- Your employer and the employers of other family members.
- Your family lawyer, financial advisor, banker, accountant, etc.
- A car dealer with whom you may have a long-term relationship.
- Any other businesses that you or your family have given significant amounts of business to over the years.
- Businesses owned by a personal or family friend.
- A family foundation.
- Businesses or people you know that may have a "special relationship" with the bleeding disorders community.
- Unions, clubs or organizations that you or a family member belong to.

The best thing to do is to make a list of the people, businesses or organizations that you might want to approach and then check them off as you hand or send them sponsorship folders.

How do I make the ask?

Your Hemophilia Walk Local Event Manager working on your walk, will provide you with all the sponsorship folders you may need to approach your prospects. He/She can also electronically send you a sponsorship letter you can personalize for each ask, or he/she can help you personalize, produce and mail your letters and sponsorship folders for you if you simply supply the names and mailing addresses of your prospects. The more personalized your cover letter, the better. Your Local Event Manager will work with you to personalize your letters to the greatest extent possible.

Whenever possible, consider personally handing the sponsorship letter and folder to the person you are asking to support the Walk. The more personal you make the approach, the better. Hand-delivering the sponsorship information will also give you an opportunity to explain why the Walk is important to you and your family, and why you think the prospect should consider sponsoring it.

Who do I present the packet to?

Either someone you personally know or the key person in the company, business or organization who is most likely to make the final decision on the request. This person may be a personal friend, or it may be a department head, the CEO, an owner, or the head of Charitable Giving.

How do I get a YES?

You have a much better chance of getting a positive response if you ask people you know to support you. Once you've made the ask, follow up with a phone call or e-mail about one week later to inquire about the status of your request. Keep following up with your contact until you get a definitive answer. The worst answer you can get is "I'll get back to you." If you get a "no" response, note the reasons why. We may be able to approach them again next year. If you don't get an answer, you will need to continue to follow up until you get one.

Last but not least, please be sure to work with the Local Event Manager. He/She's here to help you every step of the way!

In addition to being there to help you strategize about the best way to approach a prospect, provide you with all the materials you may need to make a successful ask, and even produce, mail and follow-up on your requests for you, the Local Event Manager will compile a master list of all the people, organizations and businesses that are being approached to sponsor the Walk. If all our volunteers keep her informed, he/she can tell everyone who has, and hasn't, yet been approached about sponsoring the Walk. The Local Event Manager will be sharing this master list with all the volunteers involved in the sponsorship recruitment effort on a regular basis. This master list will also include a section showing all our confirmed sponsors and how much they have donated to the Walk.

Printing Deadlines for Sponsors

There are deadline for the Walk posters and walker sponsor brochures. We want to have as many sponsors as possible on board by this deadline. This will show our walkers and the community that our walk has a broad range of support!

Have Questions, Need Support, Guidance or Help?

Please contact your Local Walk Event Manager for more details. Thank you!

