



# CONNECTING WITH POTENTIAL SPONSORS

## 1. CONNECT IN A WAY THAT COMMUNICATES HOW PARTNERING CAN SERVE THEM AS WELL (ITS NOT JUST FOR OUR BENEFIT)

People want to hear how it benefits them more than it being one sided. Communicating in ways that say **“How can we earn your partnership?”** Immediately implies that you aren’t going into this with demands that can often leave the potential sponsor with a bad taste in their mouth. It tells them you are willing to “work” for their partnership. people often are more inclined to partner when they feel you are respecting them above just the transaction.

## 2. PREPARATION IS PROFESSIONAL & HELPFUL FOR BOTH PARTIES

Some companies have donation/sponsor requests online. Research this prior to reaching out to a company so you don’t waste your time as well as theirs. Others have specific guidelines for who they partner with (some do not partner with our type of event, it’s important to know this ahead of time). Have material edited & saved so you are ready to go, if digital requests are the companies preferred method of request.

## 3. IF A COMPANY DOES NOT HAVE A DIGITAL REQUEST, FOCUS ON SERVING THE COMPANY PROFESSIONALLY & EFFICIENTLY

Most companies focus is on their company & most will be intentional with their time. Treat these moments just the same (you are intentional with your time & focused). Go into that interaction prepared (have material catered with their company already on your material & any other items necessary to ensure a successful meeting). When we take the same approach as item 1. above we’re showing them that we value their time & want to make the request & meeting as efficient as we can. **“Here is some information to help you understand & decided why partnering with us will be beneficial for not just the future of our children but for yourself company as well, please let me know if there are any questions you may have so I can help you come to a decision that is confident on your end”.**

#### 4. YOUR LANGUAGE IS IMPERATIVE FOR A MORE SUCCESSFUL OUTCOME.

How we speak is really important, though it may sound a bit silly. Let me show you a few examples:

“Would you partner with us?”

Vs.

“How can we earn your partnership for this upcoming year to make an impact in our children’s lives & future.”

\*Sent material to potential sponsor-

“Here’s the information, let me know if you have any questions, we look forward to hearing from you”

Vs.

“Here is information to help you make a confident decision in partnering with us, if you have any questions please don’t hesitate to reach out. When would be the best time to follow back up with you?”

**>This language helps encourage them to lean in to the partnership & also implies that you will be following up which already sets the tone for them to not just brush this interaction aside.**

#### 5. WHY STAY ORGANIZED?

Recording either digitally on a spreadsheet or on paper when you reached out, what was done (left message, sent information, requested information..etc) will help you stay on track. It will also help you stay organized for when you need to follow up with companies you said you would, & or reach back out to companies that haven’t responded. \*Squeaky wheel gets the oil. It also helps you not feel so overwhelmed with keeping track of everything in your head.

**Remember 1:4 connections yield a result.**

**A “no” isn’t directed at you personally, so keep going!**

**Utilize all resources: family, friends, social media & community of course!**