



Let's get fundraising!!

- **Now is** the time to PERSONALLY visit with your previous sponsors
- **Now is** the time to PERSONALLY visit new potential sponsors
- **WHY?** Because now is the time they are all preparing their budgets for next year.

Tips:

- **Personal visit** leaves the greatest impression -- avoid sending out letters via the mail
- **Personal story and passion** is best conveyed in person. Good connections are made in person
- **Familiarize** yourself with the different sponsor levels and the wonderful benefits the companies will receive for their partnership with us (we have some great benefits)
- Make your **target list** together with all the team leaders. Schedule a meeting together and make a plan of action. Avoid duplicate efforts. Everyone knows someone who knows someone...
- Visit the companies **in pairs**. It's always better to have a friend join you – make a morning of it and reward yourselves with lunch afterwards
- If you don't have a personal connection with the donor, **ask for an introduction** from someone who does and **set up a meeting**
- **Aim high!** Don't assume the business won't donate a large sum. They will lower the amount if need be. And, they will feel good that you thought so highly of them
- If you get a 'no' to corporate financial sponsorship, **ask again** and this time offer a different opportunity to participate, such as:
 1. an **in-kind** donation;
 2. **volunteers** from the company to help in May;
 3. if you can come back with walk **brochures and posters** for their employees later in the year;
 4. if you can leave a **collection jar** in a common area with information on Angelman syndrome. Add a picture/story of an individual with AS

**DON'T ASK
PEOPLE TO
"DONATE."**

Instead, ask them to
"join", "build", etc.
Appeal to identity and
emotion, not wallets.

