

# Fundraising Tips for your Student Initiative

## 1) Steps to Request Sponsorship Funding

- **Identify your key contact:** find out who the contact at the organization or firm will be, as well as their contact info (ie. Donations Coordinator, Community Investment Manager, Human Resources, Marketing Department etc.).
- **Notify development:** Reach out to Ainsley Grant and Christal Loewen, notifying them that you are planning to reach out to an individual or firm looking for sponsorship. Provide the name of your contact (if one is identified), as well as the firm, and details about the event you are planning.
- **Set up a meeting:** once you get the green light from Development, call and/or email the contact to set up a meeting or a time to discuss over the phone. Face-to-face is always more effective.
- **Collateral:** send a letter requesting funding and enclose a package.
- **Follow-up:** one week after you have sent a letter, request to discuss further/request response if you haven't hear back.
- **Thank you/Stewardship:** Thank the contact for their time, whether or not they choose to provide support. Circumstances may change next time around, and you want to set future Student Clubs up for success by stewarding the relationship!

## 2) Key Elements of a good Proposal/ Sponsorship Package

- Who/ What/ Where/ When/ Why
- Keep It Simple. Less is more.

## 3) Tips for Making the Face-to-Face 'Ask'

- Be sure to introduce each person present and clearly describe their role in the project. Emphasize you are a student and how this project/ initiative will help meet key objectives.
- Stay focused on the initiative goals.
- Be prepared by having several copies of your collateral, and research the person/firm before your introductory meeting.
- Don't be afraid to ask for more. Remember that it's good practice that your sponsorship valuation goes beyond the 'hard' costs for your event (i.e. venue rental, table rental, AV etc.), and takes into account the value of sponsorship activation (i.e. opportunities for brand exposure and student exposure). Sponsorship activation carries high value to firms, and needs to be clearly outlined in the benefits of top sponsorship.
- Graciously accept their response. Whether the answer is 'yes' or 'no' be equally thankful for their time spent meeting/discussing with you.

## 4) After you have a verbal "yes!"

- Depending on the initiative, and the ask amount, be sure to get in touch with the Development team in order to get guidance on drawing up a sponsorship agreement.