

Corporate & Network Sponsors

\$100 / \$250 Plan

Soliciting Larger Amounts

• Think of those that can contribute \$100 or \$250

| | |
|------------|-------|
| Parents | \$250 |
| G'Parents | \$100 |
| Your Bank | \$100 |
| Employer | \$100 |
| Aunt/Uncle | \$100 |

Network Potential

| | |
|-------------------|-------|
| Parents | \$500 |
| G'Parents | \$500 |
| Aunt/Uncle/Friend | \$500 |

Organization Potential

| | |
|-------------|---------------------|
| Lion's Club | Rotary Club |
| VFW | Am. Legion |
| Moose Lodge | Eagles |
| Elks | Knights of Columbus |

Minimum Potential w/o Organization
Contributions

\$2150

Some Details

👁 Making it work!

Concerning Business

Always hand deliver your letter request - Don't EVER send a letter asking for a contribution

Let 'them' know that you're looking for 34 - \$100 contributors or 14 - \$250 contributors

Givers want to know they are:

- a) not funding the whole expense and
- b) they want an 'amount' you're looking for!

If they say, let me 'think about this' - tell them perfect. Be SURE you ask a date that you can re-contact them (in person) to discuss the contribution potential.

Concerning Organizations:

Every one knows someone in more than a few of the ones we've listed. Most times it's a formality to 'apply' for funds, so find this formality and get your request in.

We have found that there is a lot of money in service/social organizations that want to support local adventures. We have found most contribute from \$250 and up!

Concerning Networking

Asking your close network to identify a few (5 each) friends that might assist them assist you is a quick way to grow your totals. Don't fear asking Parents, G'Parents, an Aunt/Uncle or good family friend. These numbers multiply exponentially

Some Details

• Suggestions.....

This is NOT an email or letter writing campaign - sincere requests require showing up and even maybe twice

Put your plan together and work it for 30 days. Make this a month-long priority!

Biggest Failures?

When requesting funds the person requesting doesn't let the listener know that you're trying to get many contributors. Leaving the listener to think he/she is being requested to fund the whole adventure.

No strategy at all - random phone calls to potential contributors

Mailing information to the entire city of businesses

This is a 'door to door' like campaign - you've GOT to get in front of people!

7 Tips to make 'it' work!

👁️ Follow Close

- 1) ---Most people do NOT mind assisting and if you've not ask them for money or better yet you do NOT allow them to contribute (simply tell them you don't want their money for sponsorship, you want their assistance) you will find a very willing person to assist yo in your quest.
- 2) ---When setting the meeting be SURE you get the date and time AND SHOW UP!!
- 3) ---In the meeting tell him the detail of what you're trying to do and tell him your strategy in this fund raising concept.
- 4) ---Your 'strategy-mate' is going to be naming either companys or people that can assist getting your funds. What you need to do is to ask if he can set some appointments and be SURE to give him the dates that YOU are available. He MAY say he can handle this but you want to be sure to make yourself available.
- 5) ---If 'he/she' is going to handle the fund raising, you want to be SURE you ask for a date that you can follow up. You do NOT want to leave without a follow up date to either a) go with him on these solicitations or b) follow up with him on his success soliciting
- 6) ---One of your best strategies in a meeting with your strategy mate is to ask him, who do you think would have a heart to help someone trying to reach the pinnacle of a sport? You need to sit with him/her and try to identify 5 OR more. If the number does get to 5, you might ask, is there anyone else you might think of here.
- 7) ---Finally, I had mentioned before to make time to go see these people, this is incredibly important as it's tough to turn away from someone in front of you and you have the opportunity to follow up with a date and time, giving them time to think and re-facing you a second time which is normally a time when you can get them to contribute to your quest.

In this mode as in all modes requesting money, you have got to know you've got to make yourself available, you cannot think you'll ever get a thing through phone calling, emails or sending a letter. Believe me, me being an employer and seeing emails and letters frequently, I may peruse them but they go quickly to the delete file or trash.

Your follow up is important too, if you don't get an answer, follow up. The one that does not give up, will be the one that wins! This in trying to gain a scholarship, getting funds for the Cup or in business.