

SPORT VOLUNTEER PROJECT

How to Attract and Maintain Corporate Sponsorships

Produced by Parks and Recreation Ontario and the Sport Alliance of Ontario with support from the Ontario Trillium Foundation.

Length of Workshop:	3 hours (including 15 minute break)
Registration Package (sent in advance):	<ul style="list-style-type: none">• Time and Location of Training• Name of Trainer• Goals of Workshop and Agenda• Information about parking, reimbursement of expenses, child care arrangements, accessibility to those with disabilities• Resource Links Page (for those who want to review in advance)
Room Set-Up	<ul style="list-style-type: none">• Table groups with 5 to 7 places at each; handouts on tables• Resource table with sample resources• Presenter's table• Flipcharts and stands (2 if possible)
Materials	<ul style="list-style-type: none">• Refreshments (as desired)• Name tags• Pens and lined paper for each table• Flipchart paper, enough for every table• Masking tape for posting pages on wall• Markers, enough for every table
Handouts	<ul style="list-style-type: none">• A Fundraising Resource Kit for Developing a Fundraising Plan• 10 Ways to Win a Corporate Sponsor• Get R.E.A.L: Four Steps to a Successful Fundraising Plan• The Three Pieces of Background You Need Before You "Make the Ask"• Evaluation Form• Participant List (if desired, or if group is large) <i>Because of privacy concerns, don't share more than names and organizations without expressed permission from participants to do so.</i>
Before workshop	Prepare and post on flipcharts: <u>Agenda</u> <ol style="list-style-type: none">1. Introductions2. Who Gives How Much3. Thinking Like a Sponsor4. Preparing the Pitch5. Linkage, Ability, Interest = A Likely Prospect6. Wrap-Up and Evaluation <u>Goals of the Workshop</u> – At the end of this workshop you will be able to: <ol style="list-style-type: none">1. Understand more about who gives charitable donations and sponsorships in Canada2. Be able to prepare attractive sponsorship proposals and determine likely prospects in your situation3. Be able to develop a effective pitch for sponsorships for your organization
Note re: Size of Group <i>The style of facilitation and kind of exercises you choose from the options below will depend on how many people attend the workshop. The goal is to ensure that all participants can contribute equally within the time available. A small group equals two to ten people.</i>	

Guidelines for Working Together (examples)

- Equal Chance to Participate
- Respect and Listening
- Finish on Time
- Look after your own needs (breaks, refreshments, ask if you don't understand)
- You may also want to flipchart for easy reference during the workshop the Introduction guidelines and the main points that are in text below.

1 Introductions — 15 minutes

Facilitator introduces her/himself, and does 'housekeeping' items, e.g. location of washrooms, refreshments, who to ask about expense questions, etc.

Then review the goals of the workshop and answer any questions.

Facilitator asks each participant to briefly introduce themselves according to the guidelines for introductions —

- Give your name, group, and why you came to this workshop;
- Provide one hope or expectation for the session;
- Provide one example of a sponsorship your organization has or had in the past.

If participants don't already have a sponsorship, ask them to offer one they have heard about, or one they want.

*Flipchart the hopes and expectations **or ask a participant to scribe for you.** If you fill more than one page of each, post the pages on the wall.*

If your group is larger than 15 people, do this process in groups of 4 to 8 by giving tables 5-10 minutes to introduce themselves to each other, and share their hopes/expectations for the workshop.. Then ask each table in turn to name just one hope/expectation and flipchart the responses. Go around the tables again until you cover most of the ideas raised by the tables.

When everyone is finished, review the hopes/expectations list. If some of the hopes/expectations won't be covered by the day's agenda, suggest where people might get the info, e.g. in another workshop or where else they could look. You may want to add some hope/expectations that were mentioned (e.g. have fun!) to the guidelines for working together.

Point out that we will come back to the examples of sponsorships later, then segue to the next section by reviewing the agenda, pointing out what parts of the agenda will meet the other hopes and expectations.

2 Who Gives How Much — 30 minutes

The quote below contains an overview of sources of funds in Canada. Options for presenting the information:

- Present the four groups and ask participants to guess what percentage of the total each group gives, OR by consensus have the group guess and rank them in order of who gives most to least (e.g. how many think government give the most, how many think individual). Then give them the real statistics and discuss.*
- Ask participants to share roughly what percentage of their own organization's revenues come from which group, then compare with the statistics.*
- Distribute the quote, then discuss with the group if they found it surprising and/or agree with the advice.*

The purpose of this section is to help participants:

- *Decide how much effort to put in “marketing” sponsorships vs. appeals for outright donations*
- *Think of sponsorships as a way to return tangible and intangible benefits and to thank donors*
- *Broaden their conception of “corporate” – sponsorships often arise from approaches to individuals, even when a small business or corporate name appears as the “sponsor”*

The four major sources of money for the charitable sector in Canada are:

1. Governments
 2. Individuals
 3. Corporations
 4. Foundations
- in that order.

Governments provide over 50% of the total revenue generated by charities while the other three — the private sources — are responsible for about 12%. (The remaining 40% of charitable revenue come from a variety of sources such as fees, e.g. university tuition and sales of merchandise e.g. crafts or used clothing.)

You will need to decide how best to generate more money from the various sources available to you. Individuals give about 80% of private money to charities and corporations and foundations each give about 10%. Other sources in the private category such as service clubs, church groups and unions can also be important to certain charities, but give much smaller amounts in aggregate.

The best strategy for most charities is to approximately mirror the above percentages, investing about 80% of their efforts to fundraising from individuals, 10% to corporations, 10% to foundations and minor amounts to the other sources mentioned.

— *A fundraising resource kit for developing a fundraising plan, page 11, italics added*
Neil Squire Foundation, 2003

3 Thinking Like a Sponsor

What’s In It for Them? — 20 minutes

Handout “10 Ways to Win a Corporate Partner”. Ask table groups to discuss the following:

- i) Look at the examples of sponsorships you gave during the introductions. Which were most successful, and why?
- ii) Describe what the sponsors got in return for their sponsorships (both tangible and intangible benefits).
- iii) On reflection, are there any other benefits that the sponsors could use that you could have provided?

Go around the groups, asking them to share their answers to i, ii, and iii for one example.

Shopping Lists — 20 minutes

Point out that sponsorships can be more than money – gifts in kind or goods or services are often much easier to find than donations of cash. Even if you ask for cash, a shopping list helps you say exactly why you need the money.

Ask table groups to:

Think of your budget and activities for one year.

- i) Make shopping list(s) that include all the kinds of things you need, use or buy over of the year. For example, you might start with categories like:
 - Space
 - Equipment
 - People
 - Goods and Supplies
 - Services
 - (Etc.)
- ii) Provide more detail under each category, e.g. “Goods and Supplies” might include office supplies, sports equipment, first aid supplies, uniforms, refreshments for participants and volunteers, prizes for participants, thank you gifts for volunteers, or food for the final banquet, and so on.

BREAK *(Depending on time, you may prefer to review the handouts for #3 before the break, then have participants work in their small groups directly after the break.)*

Linkage, Ability, Interest = A Likely Prospect — 30 minutes

Hand out and review “Get R.E.A.L.: Four steps to a Successful Fundraising Plan”. In that handout, “capacity” is another way of saying “ability” and “philanthropic” is another aspect of “linkage.” In addition to a track record of giving to your cause, “interest” often also includes an immediate reason to give (e.g.. the sponsor’s need for increased profile or marketing). With the handout in mind, ask groups to keep working with their shopping lists to:

- iii) Choose a few items as best bets for sponsorship, e.g. that you think a sponsor would be able to provide, or that they would be interested in providing, or where your group has or knows about a personal connection, or linkage, to the sponsor.
- iv) Try to note two or three likely prospects opposite each “best bet”.

Preparing the Pitch — 30 minutes

Hand out and review “The Three Pieces of Background You Need Before You Make the Ask.” Point out that participants have already started on their Gift Ranges and Naming Opportunities/Sponsorship Levels by developing their shopping lists and best bets.

Point out that to develop the Case Statement and the Players, other workshops in this series would also be helpful (i.e. Fundraising, Grant Proposals, Communication Planning and Media Relations).

Ask half the groups to work on developing their Case Statement.

Ask the other groups to work on the Players, or in other words, the stories of the people involved.

Instructions to Groups

Respond to the questions in the hand out to prepare a thirty second “elevator speech” (i.e. something you could say to your prospect in the time available during a shared elevator ride). You might instruct participants to first spend a few minutes reflecting and writing a few notes by themselves, then share with their group what they think is the most compelling point to include. Warn them against writing a treatise – the point is to determine what you would say to your prospect face-to-face.

In plenary, ask one or more groups to share their pitch, and ask for comments from others about what moved them, and what didn’t. If time allows, ask the groups to improve their pitches, based on the discussion.

6

Wrap Up and Evaluation — 15 minutes

Review some of the links on the resource sheet.

Encourage participants to complete and hand in the evaluation forms, and/or do an evaluation round. *For example, a ‘weather report’ where everyone says how they are feeling in the form of a weather report, or ask for their responses - Positives, Negatives and Would change” (e.g. +, – and ~) and note them in 3 columns on a flipchart.*

Facilitator thanks those who contributed (organizers, caterers, etc.) and participants, and adjourns.

SUGGESTIONS FOR ONLINE RESOURCE LINKS

<http://www.sportalliance.com/Content/Volunteer%20Resources.asp>

Sports Alliance of Ontario Volunteer Resource Page

<http://www.fundraising123.org/article/10-ways-win-corporate-partner>

10 Ways to Win a Corporate Sponsor

<http://www.fundraising123.org/article/get-real-four-steps-successful-fundraising-plan>

Get R.E.A.L: Four Steps to a Successful Fundraising Plan

<http://www.fundraising123.org/article/three-pieces-background-you-need-you-make-ask>

The Three Pieces of Background You Need Before you “Make the Ask”

<http://www.neilsquire.ca/snapfiles/pdf%2ffundraising%2520resource%2520kit.pdf>

A Fundraising resource kit for developing a fundraising plan: 27 page manual developed in 2003 by the Neil Squire Foundation “to help smaller to mid-size organizations to understand basic principles of fundraising in a clear and concise manner.”

<http://volunteer.ca/volunteer/pdf/CSC/SFMFundraisingENG.pdf>

Developing a Fundraising Strategy – 2005. The English version of a resource originally developed by the Société franco-manitobaine. Oriented to grassroots groups, includes lists of kinds of fundraising and websites of fundraising project suppliers.

<http://www.canadianheritage.gc.ca/progs/pc-cp/pubs/e/pdfdocs/Fr4grass.pdf>

Fundraising Ideas that Work for Grassroots Groups by Ken Wyman. Written in the 1990’s but still good. 194 pages.

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