

SPONSORSHIPS AND UNDERWRITING

WHAT WE CAN DO TO BE ALERT FOR OPPORTUNITIES TO OBTAIN NEW OR INCREASED SUPPORT AND HOW TO BE CREATIVE IN OBTAINING THOSE SPECIAL FUNDS

- 1) **EXAMINE**, ANALYZE AND INVESTIGATE AT ALL TIMES, ALL THAT WE DO TO KNOW WHAT WILL APPEAL TO PROSPECTS.
- 2) **ADVERTISE** AND INFORM OF OUR PROGRAMS AND SERVICES THROUGH PERSONAL CONTACTS, LETTERS, ETC.
- 3) **IDENTIFY** PROSPECTS AND THEIR PRODUCTS AND SERVICES WHICH COULD BENEFIT FROM AN ASSOCIATION WITH US.
- 4) **PREPARE**, WITH THE ASSISTANCE OF ALL APPROPRIATE STAFF, ALL OF THE NECESSARY ELEMENTS FOR PROPOSALS TO THE PROSPECTS AND TO SEEK TRUSTEE INVOLVEMENT THROUGH THEIR CONTACTS AND PRESENTATIONS.
- 5) **ESTABLISH** WITH THE SPONSOR OR UNDERWRITER THE DESIRED GOALS AND OBJECTIVES OF THE ASSOCIATION.
- 6) **DEVELOP** WITH EACH SPONSOR OR UNDERWRITER A DETAILED AND REALISTIC ACTION PLAN AND CALENDAR WITH CLEARLY DEFINED RESPONSIBILITIES.
- 7) **RESPONSIBILITY** IS OURS FOR THE FULL "SERVICING" OF THE SPONSORSHIP OR UNDERWRITING, INCLUDING EMPLOYING ALL NECESSARY ORGANIZATION STAFF SUPPORT AND PARTICIPATION.
- 8) **EVALUATE** ONGOING AND COMPLETED SPONSORSHIPS AND UNDERWRITING TO THE SATISFACTION OF THE DONORS TO MAINTAIN AND CONTINUE SUPPORT AND IN ORDER TO PERFECT MODELS FOR FUTURE PRESENTATIONS.

Sponsorship & Underwriting Campaigns:

- Are supported by corporations, foundations and individuals.
- Allow more funds to be obtained from annual donors and from others not now contributing.
- Can be done by any organization with something in its budget to offer and for new projects.
- Must strongly resist excessive "out-of-pocket expenses" by giving too much to the sponsor.
- Offer great networking to a company's customers and their own executives and spouses.
- Require you not offer the same specific project to more than one prospect at a time.
- Are not allowed to compromise your image and do not embarrass the sponsor-underwriter.
- Have most companies see this support in a philanthropic sense, not as "value received."

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