

HOW TO SOLICIT BUSINESS & INDUSTRY PROSPECTS EFFECTIVELY

- A) THE ROLE OF BUSINESS & INDUSTRY SUPPORT RELATED TO COMMUNITY PRIDE
- 1) They want to tighten their ties to the community
 - 2) They can testify to their corporate citizenship with their willingness to give something back to their community
 - 3) They can reach out to their employees with thanks for their commitment, building the pride they have in their work, in their company, and in themselves
- B) DETERMINING WHO THE CORPORATE PROSPECTS ARE
- 1) Those who are personally touched, inspired and motivated by our programs and services
 - 2) Those not directly involved, but who are influenced and impressed by what we do
 - 3) For best results: we need executives on the board and in other volunteer roles. Research our files to see if they participate in any way with what we do. Invite as guests to be entertained, informed, and involved
- C) WHEN WE SEEK SUPPORT, THE FOLLOWING FACTORS SHOULD BE IN MIND WHEN CONSIDERING CORPORATE PROSPECTS
- 1) Their charitable nature
 - 2) Their commitment to the community
 - 3) If they attract and retain employees because of us
 - 4) If we directly serve their employees, customers, clients, and shareholders
 - 5) If their key executives are involved with us as donors or volunteers
 - 6) If we can serve their marketing needs by providing sponsorships
- D) SUGGESTED PROGRAMS, SERVICES AND ACTION PLANS TO WIN NEW SPONSORSHIPS AND TO RETAIN CURRENT SPONSORSHIPS
- 1) Offer a full range of benefits and services and advertise them to prospects
 - a) Not just for the major companies. Properly managed sponsorships can be sound business for any size company
 - 2) Determine the needs of the sponsor
 - a) Tap their marketing/PR/community affairs/employee relations budgets
 - 3) CEO's these days are not usually the best for initial contact. Present to other responsible executives who make their valued and regarded recommendations
 - 4) Use of advertising agencies to seek their help in identifying prospects and possible sponsorships from their clients
 - 5) When major single sponsor is not available, try to raise the funds required with the support of several companies
- E) RESOURCES REQUIRED TO GET THE JOB DONE AND TO "SERVICE" THE ACCOUNT AS PROMISED, VIA:
- 1) Support from other staff to endorse and provide the benefits we give to sponsors
 - 2) Contracts and other forms of agreements spelling out in full what is required from all parties involved