

# ASKING FOR SPONSORSHIP



## Have a clear idea about what you're asking for

If you don't know what you want from the business, how are they meant to know? Research what products or services they offer and how you want to use them, and use that in your ask simply and clearly. e.g. We are holding a raffle and would love to include <their product or service> as a prize.

## Think about what's in it for them

Offer something back, they will be more likely to lend a hand.

Examples:

- Advertising
- Social media acknowledgment
- Recognition
- Aligning with a great cause

## Ask the right person

Make sure you ask the right person in the business. Visit their website or give them a call to find out who the manager or business owner is and target them. The right people will give the best results.

## Tell them your story

They will want to know who you are and the details of your fundraiser. Also tell them a story of why you are raising money for the National Breast Cancer Foundation. Is it because of a personal experience with breast cancer, an alarming fact or statistic or you just want to contribute to a good cause? Great communication is a result of great story telling. Help your prospective sponsor connect with the purpose of your fundraiser and why you are organising it.



## Provide contact details

Clearly include the best contact details for them to follow up with you or give you the good news that they'd like to support your fundraiser.

## Don't forget to say thank you

Remember you want to build a strong relationship with the business. You never know when you might ask them for sponsorship or help again.

Write a letter or card and thank them generously for their help. Let them know the success of the fundraiser and that they helped achieve it.