SPONSORSHIPS
Key Strategies for Success

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Why Sponsorships?

- Makes donating easier
- Makes fundraising easier
- Builds repeat donor base
- Broadens donor base
- Builds goodwill with community
- Boosts visibility in community

First Steps

- Develop (or supercharge) an event
- Find a qualified chair and committee
- Create a process, from sales to payment
- Define your goal
- Build levels that meet the goal
- Develop and assign prospect list
- Send/email letter, then call

Recognition

- Pre-meeting slideshow
- Podium recognition
- Honorary PHF recognition
- Print ads (posters, programs, newspaper)
- Email alasts
- Website
- Social media

Perks

- Better seats/tables at event
- Larger ads (print & website)
- VIP Party for premium sponsors
- VIP Room for premium sponsors

Pro Tips

- Move from top to bottom
- Close top donors first & early
- Market top donors list to prospects
- Make lowest level accessible
- Make next level “premium”
- Try to think long-term (repeats)
- Recognition, recognition, recognition!

3 Key Takeaways for You:

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