

# ASKING FOR MONEY FROM DONORS

*Is It Really That Scary???*



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- ▶ 1. Housekeeping items for presentation
- ▶ 2. General get to know you questions
- ▶ 3. What are you fundraising for? What is the event? What is the plan?
- ▶ 4. The sponsor grid (What are you asking from your potential sponsor/donor).
- ▶ 5. The Cold Call – how to make it less scary
- ▶ 6. What to do if they say yes? What to do if they Say No?
- ▶ 7. What are the rights to the sponsor?
- ▶ 8. Retention – you have them, now what?

# OUTLINE

- ▶ **Before We Begin, just a few housekeeping notes:**
- ▶ **1. Please mute or turn off ringers on Cell Phones if you have not already done so**
- ▶ **2. This presentation is available for you to look at after the presentation**
- ▶ **3. We will be doing a lot of interacting with each participants to keep things moving at the end of the day**
- ▶ **4. Please feel free to ask questions if unsure. The worst I will say is I don't know, and we could spark a discussion**
- ▶ **5. Have fun with this – Fundraising is supposed to be fun!**

# HOUSEKEEPING

# PUT THE “FUN” IN FUNDRAISING



# DISCUSSION TOPIC:

What makes you “scared” of asking for money?



# CASE POINTS:



# THE PLAN...



## Trader Day at Fort Whoop-Up - Galt Museum & Fort Whoop-Up Fundraiser -

Saturday, June 15, 2019 from 6 to 9 pm  
At Fort Whoop-Up

Enjoy the transition from spring to summer by celebrating at Fort Whoop-Up. This event is a major fundraiser for the museum and fort in 2019 and we anticipate selling out this event.

We are in need of your support! Our local businesses are a vital part of this event!

Ways you can be part of this event:

### \$1000 Title Sponsor of Trader Day receives:

- Logo on all marketing materials – posters, newspaper advertising, tickets, website along with "The Galt Museum/Fort Whoop-Up and (insert your business name here) present Fort Whoop-Up Trader Day" on all marketing materials and several websites with Calendar of Events for Lethbridge and Alberta
- Opportunity to participate in all media interviews about the event
- Name on the Galt Museum's upcoming events TV that runs continuously during all museum hours and events
- 10 tickets to Trader Day
- Signage at the event
- Booth at event
- Invitation to our annual donor party
- Admission coupons to the museum to use/give away to clients and/or staff
- Regular mention in Galt Museum social media campaign for the event (Facebook, Twitter, etc.)

### \$750 Sponsor receives:

- 4 tickets to Trader Day
- Signage at the event
- Booth at the event
- Opportunity to put coupons/business cards/marketing materials into the gift bags for this event
- Invitation to our annual donor party
- Admission coupons to the museum to use/give away to clients and/or staff
- Link on Galt Museum website
- Regular mention in Galt Museum social media campaign for the event (Facebook, Twitter, etc.)



On Saturday April 20, 2019, the Galt Museum & Archives will welcome over 1,000 children and their caregivers to our annual Eggtravaganza event!

This event has been part of the Galt Museum for as many years as we can remember. We have always been able to keep this event very affordable so that all member of the community can come and meet the Easter Bunny, see our exhibits, participate in crafts and activities, and share quality family time together.

As you know, the cost of everything has risen! As a result, this year we will have to increase the price of our event unless we can locate some additional sponsors to help us keep our price minimal. We would love to keep our event admission the same as the last 3 years (Adult \$8.50/child \$5.00/infant annual pass holders, parents and children under 1 are free) as this price allows the community to participate and spend many hours in the museum learning and having fun.

We are in need of your support! Our local businesses are a vital part of this event!

You can participate as an Event Sponsor

Event sponsors at the \$250, \$500 and \$1000 levels are needed.

\$1000 TITLE sponsors receive:

- Event title on all marketing as "Your Business Name Here and the Galt Museum present Eggtravaganza"
- Logo on all print materials, where applicable
- Logo and link on Galt Museum & Archives Events Page
- Invited to all media interviews about the event
- Promotion of your company through all opportunities provided in marketing plan
- 10 tickets to Eggtravaganza
- Booth at the event
- Invitation to the Galt's annual 199 Donor party
- Admission coupons to the museum to use/give away to clients and/or staff
- Listing in the Galt Museum & Archives Annual Report



## Beer (and Wine) Tasting - an annual Galt Museum fundraiser -

Friday September 6, 2019 from 5-10 pm  
At the Galt Museum & Archives

This event this year will be themed "Welcome to Worlds Imagined" as our exhibit "Worlds Imagined" opens at the end of September. This event is a major fundraiser for the museum in 2019 and we anticipate selling out 450 tickets once again.

We are in need of your support! Our local businesses are a vital part of this event!

Ways you can be part of this very popular event:

Title Sponsor

### \$1000 Title Sponsor of Beer Tasting receives:

- Logo on all marketing materials – posters, newspaper advertising, tickets, website along with "The Galt Museum/Fort Whoop-Up and (insert your business name here) present Beer Tasting" on all marketing materials and several websites with Calendar of Events for Lethbridge and Alberta
- Opportunity to participate in all media interviews about the event
- Name on the Galt Museum's upcoming events TV that runs continuously during all museum hours and events
- 10 Tickets to Beer Tasting
- Logo on Sample Mug
- Signage at the event
- Booth at event
- Invitation to our annual donor party
- Admission coupons to the museum to use/give away to clients and/or staff
- Regular mention in Galt Museum social media campaign for the event (Facebook, Twitter, etc.)

Event Sponsor – Events sponsors ranging from \$250-750 are needed:

### \$750 Sponsor receives:

- 4 tickets to Beer Tasting
- Logo in the Beer Tasting booklet
- Signage at the event
- Booth at the event
- Opportunity to put coupons/business cards/marketing materials into the gift bags for this event
- Invitation to our annual donor party

WHY, WHAT, WHEN, WHO,  
WHERE, HOW?





- ▶ Why are you fundraising?
- ▶ What are you wanting to achieve with fundraising?
- ▶ What are you going to do?
  - ▶ An event?
  - ▶ Annual Giving?
  - ▶ Legacy Work?
  - ▶ Other?
- ▶ Who are you targeting for fundraising?
- ▶ Where is this taking place?
- ▶ How are you going to get the money/gift in kind/etc
- ▶ Does it follow your vision and mission of your organization?

WHY, WHAT, WHEN, WHO, WHERE,  
HOW?

# THE SPONSOR GRID



## 2019 SPONSORSHIP INFO

	ORANGE LEVEL	YELLOW LEVEL	BEIGE LEVEL	WHITE LEVEL	GRAY LEVEL
<b>EVENT BENEFITS &amp; EXPOSURE</b>	<b>\$5,000</b>	<b>\$2,500</b>	<b>\$1,500</b>	<b>\$1,000</b>	<b>\$500</b>
Promo item included in each welcome gift bag.					
Your logo featured in all sponsor areas across bigbearromp.com, links to your site.					
Your logo featured in color, along with your value proposition in ROMP run program.					
Facebook, Twitter and Instagram mentions throughout selling season and up to event.					
Prominent banner placement at event (you provide banners).					
Your logo featured in ROMP run program (logo only, black and white).					
Host of ONE Pool Event - Friday or Saturday (Product placed during duration of event).					
Host of ONE Night Event - Friday or Saturday (Product placed during duration of event).					
Complimentary Run Passes	<b>7</b>	<b>6</b>	<b>5</b>	<b>4</b>	<b>2</b>

- ▶ What are sponsors and donors going to get from helping with this?
- ▶ What are reasonable levels?
  - ▶ What seems fair?
  - ▶ What are you trying to achieve?
  - ▶ Title Sponsor(s) vs other sponsors?
  - ▶ Can you have more than one Title Sponsor?
- ▶ Can you do exclusive deals?

## THE SPONSOR GRID

# CREATE YOUR OWN SPONSORSHIP GRID/FUNDRAISING PLAN

Take 15 to 20 minutes to work on your own sponsorship grid/fundraising plan.

This will come in handy for the next portion of the presentation.

# THE COLD CALL



- ▶ Now that you have the plan – you are ready to do the ask.
- ▶ How to make you comfortable in asking from companies/people you don't know
- ▶ Keeping things short and precise – KNOW YOUR STUFF
  - ▶ Focus questions on who you are talking to, not on yourself or your company
  - ▶ Plan your questions in advance
  - ▶ Don't follow any cold calling scripts
  - ▶ Don't overwhelm your potential donor or sponsor in your first meeting
  - ▶ Don't attempt to sell on your first call (INFO ONLY)
  - ▶ Keep your potential people relaxed
  - ▶ What will benefit them? Why should they sponsor/donate to you?
- ▶ You cannot predict what the other person is going to say on the other end of the call – more on that later.

# THE COLD CALL

# PRACTICE THE COLD CALL

Take 20 minutes to work on your cold call in your group.

Try it out. I will be walking around to assist if needed,  
and to listen in

Use your sponsorship grid

For the person listening, formulate questions as you are  
listening to ask when the timing is right

WHAT IF THEY SAY YES?  
WHAT IF THEY SAY NO?





- ▶ They said yes – now what?
- ▶ How do you handle this?
- ▶ Discussion – what is appropriate, and what is not appropriate to do after this?

WHAT IF THEY SAY YES?



- ▶ They said no... how do you take that news?
- ▶ Discussion – is it personal, or just business?
- ▶ Do you question why they said no?

WHAT IF THEY SAY NO?




# DISCUSSION POINT:

Can you reject a sponsorship/donation?



WHAT ARE THE  
SPONSOR/DONOR  
RIGHTS?

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- ▶ What did you promise them?
- ▶ Can they push you around?
- ▶ Leads back to if you can decline a sponsorship or not
- ▶ Does it line up with your vision and mission?

WHAT ARE THE SPONSOR/DONOR  
RIGHTS?

A decorative graphic consisting of several parallel white lines of varying lengths, slanted diagonally from the bottom right towards the top right, set against a blue gradient background.

HOW DO WE KEEP THESE  
DONORS AND  
SPONSORS?

A series of several parallel white lines of varying lengths, slanted diagonally from the bottom-left towards the top-right, located in the lower right quadrant of the slide.

- ▶ Recognition, recognition, recognition
  - ▶ Parties
  - ▶ Letters of thanks (handwritten, typed)
  - ▶ Visits
  - ▶ Send them annual reports, make sure their names are in there

HOW DO WE KEEP THESE DONORS  
AND SPONSORS

A decorative graphic consisting of several parallel white lines of varying lengths, slanted diagonally from the bottom right towards the top right, set against a blue background.

# QUESTIONS?





THANK YOU!!

