

It's All About the Money: Corporate Fundraising for Children's Programs

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&

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Agenda

- Your Program Needs
- Potential Sponsors
- The Approach and What's in It for Them
- Secure Your Donation
- Follow Up
- Q & A

Section 1: Your Program Needs

Your program

- What type of Program?
- Who will you be serving?
- What do you want to offer?





Who Can You Approach?

- Restaurants
- Bakeries
- Grocery Stores
- How do you decided who to ask?





































What do you need help with?

- Food
- Refreshments
- School/office supplies
- Gift cards
- Money
- T-Shirts
- Toys

- Books
- Craft Materials
- Coloring Books
- Baskets
- Furniture
- Electronics
- Backpacks
- Jewelry

Section 2: Potential Sponsors

Potential Sponsors

Typical Sponsors

- Grocery Stores
- Restaurants
- Bookstores
- Bakeries
- Department Stores
- Non-profits
- Newspapers
- Local companies

Atypical Sponsors

- Carpet Stores
- Insurance Companies
- Real Estate Brokerages
- Sports Teams
- Tutoring Companies
- Flower shops
- New businesses
- Dentist
- Food Trucks
- Extended Area Sponsors

Types of Donations

Typical Donated Items

- Money
- Food
- Services
- Gift Cards
- Program
- Time
- Flowers

Unusual Donated Items

- Employees
- Hangers
- Carpet Squares
- Toothpaste
- Toothbrushes
- Skateboards
- Autographed items

Stay Organized

Keep a detailed list of:

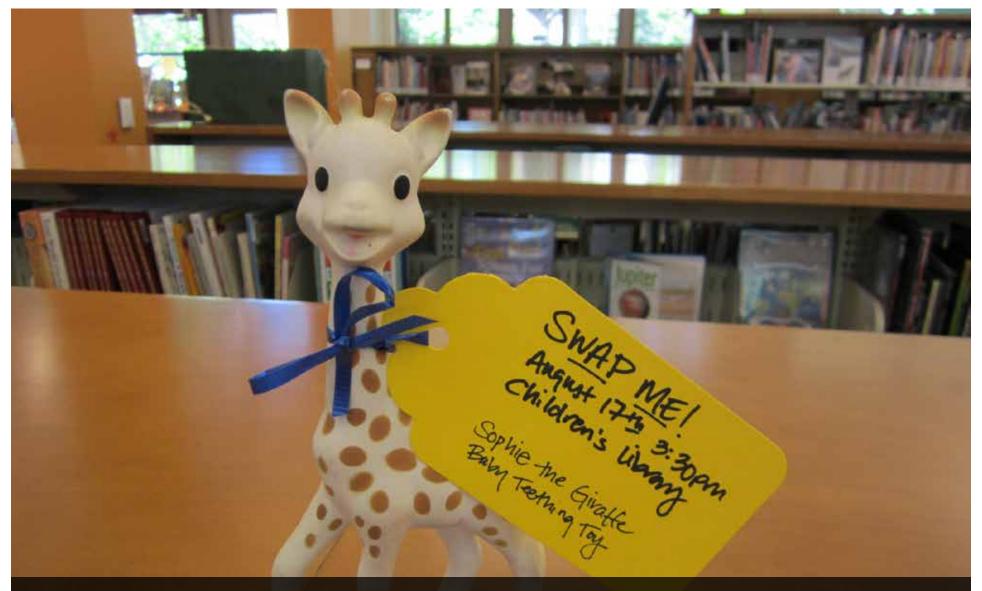
ContactsEmail addresses

Date and TimeTrack Progress

– Phone numbers– Next Step/Action Items

	А	В	С	D	Е	F	G	Н	1
1	Asian Food Trucks	В	v			1	0	- ''	'
2	rioran i oca madio								
3									
4	Food Truck	Phone Number	Type of Food	Website	Email			Contacted	Coming
5	Chairman Bao	415-813-8800	Chinese	http://www.mobimunch.com/thechairman	catering@	chairmansf.	.com	12/16/2011	
6	An the Go				contact@a	anthegosf.c	<u>om</u>	12/16/2011	
7	Kalbi BBQ		Korean Fusion	http://bbqkalbi.com/contact/				12/16/2011	Yes
8	Hapa SF		Filippino	http://hapasf.com/	HapaSF@	<u>yahoo.com</u>		12/16/2011	
9	House of Siam on Wheels	.9-9199 or 408-90:	Thai	http://houseofsiamonwheels.com/	Hosonwhe	els@gmail.	<u>com</u>	12/16/2011	Yes
10	Nom Nom SF	323-639-3817	Vietnamese	http://nomnomtruck.com/sf/	sflocations	@nomnom	truck.com	12/16/2011	
11	Kara's Cupcakes	415-563-2253	Dessert	http://www.karascupcakes.com/karavan.html	karavan@l	karascupca	kes.com	12/16/2011	
	Omi Ninjas		Vietnamese	http://omininjasj.com/	info@omin	<u>ininjasj.con</u>	<u>n</u>		Yes
13	Soulnese			http://www.soulnese.com/	Booked on	i Jan. 14			No
14	The WOW Silog Truck		Filippino	http://www.thewowtruck.com/	info@thew	owtruck.co	<u>m</u>	12/16/2011	
	Little Green Cyclo	415-375-1657	Vietnamese	http://littlegreencyclo.com/contact.html	littlegreend	:yclo@gma	il.com	12/16/2011	No
	Curry Up Now	650-477-1001	Indian	http://www.curryupnow.com/about/	i			12/16/2011	Yes
17	TreatBot Karaoke Ice Cream	408-54-TREAT	Dessert	http://treatbot.com/	csebastian	@treatbot.	<u>com</u>		Yes A
18	MoBowl		Asian	http://eatmobowl.com/	info@eatm	<u>iobowl.com</u>			Yes
19	Butterscotch on the Go				butterscote	chonthego@	gmail.com	12/17/2011	,
20	Mini Yums Truck				miniyumst	ruck@gma	il.com	12/17/2011	,
21									





Back to School Swap

Corporate Sponsor: Kohl's Department Store



Small vs. Big Companies

Small Companies

- Get donations quickly
- Less red tape
- Smaller donations
- Recurring donations
- Reliability factor
- Looking for immediate results

Big Companies

- Slower process
- More red tape
- Bigger donations
- Less frequent donations
- More reliable
- Looking for brand recognition

You Scratch My Back, I'll Scratch Yours



- Outreach events can lead to sponsorship
- Don't be shy, ask for reciprocal opportunities



Section 3: The Approach and What's in It for Them

Ways to ask for a donation



1)Email 2)Mail

3)Friend of a Friend 5)Face to Face 4)Phone Calls

Email/Online



Where do I forward my online proposal?

Once the application is completed online, you will need to click the "Review & Submit" button at the bottom of the last page of the application to submit your application electronically on the internet. Once your application has been submitted, a confirmation e-mail will be sent to the e-mail address that you used to create your online grant application account. Please add Community.Relations@target.com and Application.Notification@target.com to your e-mail address book (or friendly senders) to ensure that these messages arrive in your inbox.

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May I send the application directly to a Target representative or another contact at Target?

No, Target only accepts applications online.

Back to Top ▲

If I want to mail a copy of my request for review, to whom do I address it?

Please do not mail any grant requests. Only online applications will be considered.

Back to Ton A

Mail

- Address each donor by name
- Talk about the program
- Mention the reasons for the program
- Why will the children benefit
- Long enough to inspire them

MAYOR
Miguel A. Pulido
MAYOR PRO TEM
Carlos Bustamante
COUNCIL MEMBERS
Claudia C. Alvarez
David Benavides
Michele Martinez
Vincent Sarmiento
Sal Tinalezo



David N. Ream
CITY ATTORNEY
Joseph W. Fletcher
CLERK OF THE COUNCIL
Patricia E. Healy

CITY OF SANTA ANA LIBRARY 26 CIVIC CENTER PLAZA SANTA ANA, CA 92701

+

California Pizza Kitchen, Manager Main Place Mall 2800 N. Main Street, #872.... Santa Ana, CA, 92701.

Dear Sir or Madam

The Santa Ana Public Library is gearing up for a summer of fun reading for children and families in Santa Ana. Our 2009 Summer Reading Program with the theme "Home Run Readers" will run for six weeks, beginning June 19 through August 1, 2009. We are writing to request your assistance and sponsorship to this program to make it an exciting activity for our youth this summer.

The purpose of the Summer Reading Incentive Program is to encourage children and teens, Pre-school to $12^{\rm th}$ grade, to read-during the summer. With reading incentives, students are more motivated to ontinue reading outside of school, which will help retain and improve their reading skills as well as develop a positive attitude toward reading and books. Participating students receive small prizes for reading a required number of books. In addition, those who complete the entire reading requirement will be entered into the grand prize raffles for better prizes.

Every summer, the Santa Ana Public Library reaches out to thousands of youth in the community. These youth will be ready to begin a new school year in September with stronger reading skills and greater academic preparation.

As the economy worsens and funding is severely limited, we mostly depend on the generous support of community partners and spont ors to keep this essential program going. We hope to receive your continued support this year as you have generously given us in the past. Please help us continue to provide this worthwhile service to our needy children. We are grateful for any donations, large or small, that your restaurant can offer. Donations can be sent to: Santa Ana Public Library, Youth Services, Attention: Supervising Librarian, 26 Civic Center Plaza, Santa Ana, CA 92701

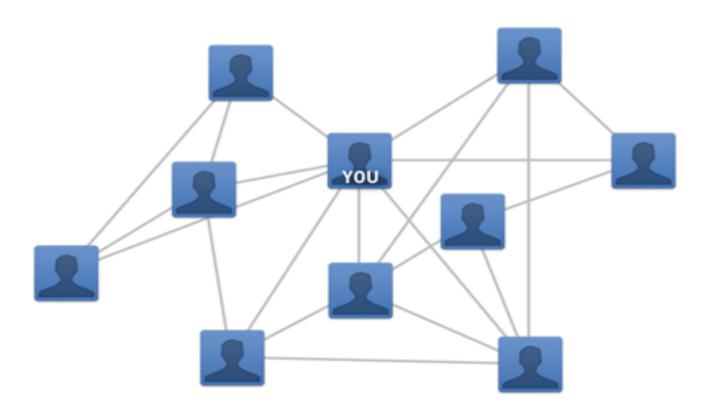
Monetary donation can be made out to the "Friends of the Santa Ana Public Library", Attn: Youth Services, Summer Reading Program. All prizes & donations will be raffled at the end of the program for those who complete the reading requirements.

Thank you very much for being a part in this important effort to help promote reading to Santa Ana youth. If you need more information on the reading program or other library services, please call me at (714) 000-0000 or email me at ----

Sincerely,

Supervising Librarian Youth Services

Friend of a Friend



Friend Graph

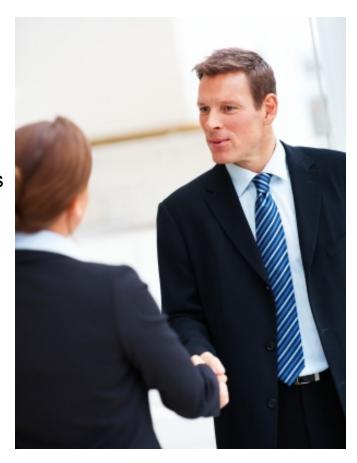
Phone Call



Face to Face

Prepare!

- Dress professional
- Take letters with you
- Business cards
- Previous program statistics, pictures, flyers
- Speak with owner, supervisor, head of customer service



Conversation

- Let them know about the community you are serving
- Program's mission
- Identify your needs
- Present "the ask"
- Why should they work with you.

Face to Face



- Don't focus on the request
- Be aware of body language
- Have a target amount in mind
 - Ask as high as you can



The Fundraising Goal \$200

- Put in your own gift
- Ask your significant other for a gift
- Ask your boss for a gift
- Ask two co-workers for a gift (Ask them for \$5 each, they will think that's nothing, right? But for you this means \$5 toward your goal.)
- Ask two friends for a gift
- Ask your neighbor for a gift
- Ask a relative for a gift



How do you deal with rejection?



"IT DIDN'T HAPPEN THE WAY HE WAS HOPING, BUT IF FRANK GETS ANY MORE REJECTION LETTERS, WE'LL HAVE A NEW HOUSE THANKS TO HIS WRITING."

- An objection is not a rejection; it is simply a request for more information. - Bo Bennett, Businessman and Author
- Don't take it personally
- If one company says "no" it doesn't mean they will all say "no"
- When you can't figure out what to do, it's time for a nap.
 - Mason Cooley

Section 4: Secure Your Donation

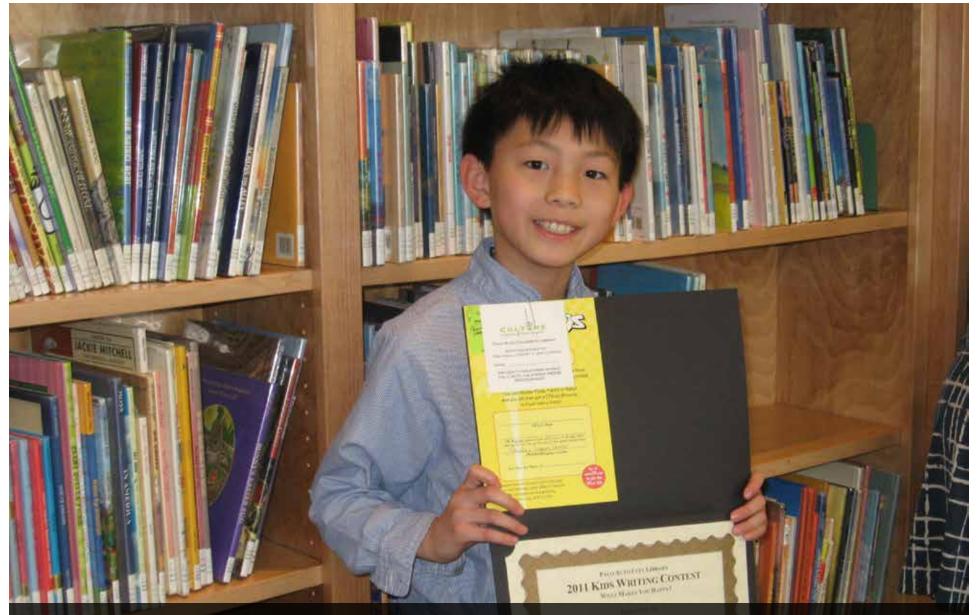
Secure Your Donation

- Confirm donation
- Fill out forms and letters (if necessary).
 - Tax ID forms for donors
 - Formal request on letterhead
- Develop multiple contacts
 - Avoid scrambling if one contact leaves
 - Company goes out of business?
- Always ask for a second contact.



Read-a-Thon

Corporate Sponsors: Culture Frozen Yogurt and California Pizza Kitchen



2011 Kids' Writing Contest Reception Corporate Sponsors: Culture Frozen Yogurt, California Pizza Kitchen, and Whole Foods





Section 5: Follow Up

Ways to Say "Thank You"

Traditional Recognition

- Thank You card
- Emails
- Sponsorship logo
- Website recognition
- Ad on our flyers

Unconventional Recognition

- Ask your attendees to mention the library when they visit a sponsor.
- Speaking time during an event.



Thank You Letter

- Address letter to person who authorized the donation
- Include direct reference to the specific items donated
- Explain how donation benefited the program and the community
- Send within one week after receiving donation
- Send pictures of your program

Giants Replay Day Corporate Sponsors: San Francisco Giants and Gordon Biersch Brewery





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How Often Do You Ask a Sponsor to Donate?

- Until they say no!
- Keep giving them reasons to say yes.
- Remind them how successful the event was due to their participation.





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