

It's All About the Money: Corporate Fundraising for Children's Programming in Public Libraries



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

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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 | • Books |
| • Refreshments | • Craft Materials |
| • School/office supplies | • Coloring Books |
| • Gift cards | • Baskets |
| • Money | • Furniture |
| • T-Shirts | • Electronics |
| • Toys | • Backpacks |
| | • Jewelry |

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Section 2: Potential Sponsors

Potential Sponsors

<u>Typical Sponsors</u>	<u>Atypical Sponsors</u>
<ul style="list-style-type: none">• Grocery Stores• Restaurants• Bookstores• Bakeries• Department Stores• Non-profits• Newspapers• Local companies	<ul style="list-style-type: none">• Carpet Stores• Insurance Companies• Real Estate Brokerages• Sports Teams• Tutoring Companies• Flower shops• New businesses• Dentist• Food Trucks• Extended Area Sponsors

Types of Donations

<u>Typical Donated Items</u>	<u>Unusual Donated Items</u>
<ul style="list-style-type: none">• Money• Food• Services• Gift Cards• Program• Time• Flowers	<ul style="list-style-type: none">• Employees• Hangers• Carpet Squares• Toothpaste• Toothbrushes• Skateboards• Autographed items

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Small vs. Big Companies

<u>Small Companies</u>	<u>Big Companies</u>
• Get donations quickly	• Slower process
• Less red tape	• More red tape
• Smaller donations	• Bigger donations
• Recurring donations	• Less frequent donations
• Reliability factor	• More reliable
• Looking for immediate results	• 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

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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
- 4)Phone Calls
- 5)Face to Face

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Email/Online


Online Only!




Where do I forward my online request?
How do I forward the request directly to a target representative or another contact at Target?
If I want to send a copy of my request for records, to whom do I address it?

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



Friend of a Friend



Friend Graph

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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

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SECRET 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?



- 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

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

Section 4: Secure Your Donation

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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.





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Section 5: Follow Up

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Ways to Say "Thank You"

- | | |
|---|---|
| Traditional Recognition | Unconventional Recognition |
| <ul style="list-style-type: none">• Thank You card• Emails• Sponsorship logo• Website recognition• Ad on our flyers | <ul style="list-style-type: none">• 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



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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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ask.
believe.
receive.

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