

## IDEAS FOR FINDING A SPONSOR

1. How to find a sponsor? Potential sources:
  - a. Board Members
  - b. Corporate Contacts
  - c. Annual Report Research
  - d. Service organisations like Lions Clubs or Rotary Clubs
  - e. Membership organisation or likeminded organisations.
  - f. Conferences/Networking Events
  - g. Clubs
  - h. Local Council
  - i. Grants
  - j. Current fans of the organisation
  - k. Similar charities sponsor list on website
  - l. Google searches, catalogues and database/CRM lists
2. Determine the project to which your organisation seeks sponsorship, sponsor requirements and offer.
3. Factor into the package volunteering opportunities and gala events that might encourage cross over with the CSR programs or other interests.
4. Draft an offer and attend short courses to improve your sponsorship pitch.
5. The offering should be a win-win for the charity and sponsor.
6. Make sure you do lots of research, understand the sponsor's mission, values and strategic plan, study their website, media accounts and annual reports.
7. Determine the best contact
  - a. HR, Marketing/Communications;
  - b. Board; and/or
  - c. Corporate social responsibility manager etc.
8. Create a slick presentation, act honest, dependable and reflect your organisation's core values.
9. Understand the potential sponsor's alignment, best contact, agenda and cause. Work out in the negotiation and the amount they are willing to donate.
10. Determine how your organisation can successfully measure/benchmark to demonstrate the required needs of the sponsor. This may include social media promotion, logo visibility, promotion in newsletters, campaigns, number of new clients or enquiries received.
11. Get feedback on the measurements and statistics to improve future campaigns.
12. Make sure you give the sponsor an idea of their return on investment
13. Work on best way to ensure sponsor commits for your cause by agreement, MOU or other binding document.
14. Constantly look for opportunities to align with your purpose with your sponsor and other sponsors who do not conflict with you or your sponsor's mission, values and strategic plan.
15. Survey sponsors where appropriate about their experiences
16. Thank them regularly for their commitment and engage them in special events where appropriate such as special volunteering opportunities or fun events.
17. You should be aware of your own capacity to commit to the sponsor.

Should you wish to further discuss volunteering and our corporate volunteering programs, please email The Centre for Volunteering at [corporate@volunteering.com.au](mailto:corporate@volunteering.com.au)

The Centre for Volunteering has a range of services and resources available for volunteers. For more information please visit [www.volunteering.com.au](http://www.volunteering.com.au) or contact us on 02 9261 3600.