

# STEP ONE: IDENTIFY

# WHAT IS FUNDRAISING?

**DEFINITION:** The Seeking of financial support for a charity, cause or other enterprise.

# What Do You Believe When Seeking Sponsors?

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## **Myth:**

1. Need a sponsorship deck before you start outreach
2. Sending generic e-mails out to everyone produces results
3. Need to secure a lot of sponsors
4. Need to take any money that's offered
5. Need to only target the large/big name companies
6. Your role ends when the cheque is in

# What Do You Believe When Seeking Sponsors?

## Reality:

**1. Sponsorship Deck** – Nice to have to be able share but not 100% necessary at first. **Basics needed** - know the event plan, key dates, location and attendance numbers in your target.

**2. Communication** – Create a template, but PERSONALIZE your outreach to the person, make mention of any specific past support or personal connection. Add a calendar meeting link IE. Calendly to make it easy for people to book a meeting with you to learn more. **TIP:** Don't share EVERY detail in your initial outreach. Give them a reason to need to contact you to learn more.

**3. Work Smarter, Not Harder** – If you value your sponsored properties correctly could mean you'll need to secure less sponsors to create the same if not more revenue. The key is to find the right partners whose community needs align with your cause. Where there is mutual value, there is usually \$\$

# What Do You Believe When Seeking Sponsors?

## Reality:

**4. Align With The Right Fit**– It may be tempting, but if a potential sponsor doesn't align with your community/organization's fundamental beliefs, then chances are it won't be a good partnership for anyone involved.

**5. Not Just Big Fish** – While landing a large company is great for profile, the hardworking, small to medium businesses in your community will be sometimes your best allies to work with, may have personal connections to your cause and generally have less red tape to make decisions.

**6. The Work Doesn't End With \$\$**– The key to maintaining trusted relationships is to ensure the donor/sponsor sees where their money went, was provided the value promised and knows you appreciate their support by proactively providing updates, key dates and showing them how their sponsorship dollars performed. Be sure to check in with them even when you're not looking for more money.

# **STEP TWO: SET YOURSELF UP FOR SUCCESS**

# KNOW YOUR EVENT/PRODUCT

# DO THE RESEARCH

Speaker Session #1:

AN INTRODUCTION  
TO FUNDRAISING

A Science Fair Foundation BC

**RSF Resource**

**LISTEN**

# CREATE RAPPORT

# TIMING

# COMMUNICATE

# FOLLOW THROUGH

# WHAT IS FUNDRAISING?

**DEFINITION:** The Seeking of financial support for a charity, cause or other enterprise.

**REALITY:** Fundraising is understanding your product, doing the research, creating relationships and identifying opportunities to provide a solution that benefits both you AND a potential partner.

# HOW CAN WE SUPPORT YOU?

**Science Fair Foundation BC is an ally and a resource:**

**We're here to help, ask us questions any time!**

- You can reach either Alyssa Brownsmith or Jennifer Halinda by emailing:  
[Sponsorship@sciencefairs.ca](mailto:Sponsorship@sciencefairs.ca)
- If you would benefit from additional how to sessions, case study exercises to practice or template building, let us know.
- Have interest from a potential large sponsor \$5,000 + up? Let us know and we can work with you to support the relationship.

**Thank You!**