

FUNDRAISING BEST PRACTICES

1. Don't try to recite packages or benefits from memory. Have your sales collateral with you in meetings.
2. One size doesn't fit all - BE CREATIVE and don't be afraid to customize a package to suit a potential partner.
3. Listen first, and then gauge interest.
4. People give, not companies. Your goal is to raise a loyal base of supporters.
5. Draft the terms of the agreement and put it on paper. What are you promising in exchange for the sponsorship?
6. Get signatures! Getting a signature on the agreement is paramount for your records.
7. Set up reminders in your calendar so you don't forget to reach out in time to receive logos and other items for benefit fulfillment.
8. Track the benefit delivery so you can report on it at the end of the year. Sponsors like to know what they received when renewal time comes around.
9. Send THANK YOU letters.
10. Have board members personally thank sponsors for their support. Give them assignments, if needed, to meet specific sponsors at events.
11. Better planning = better results, so plan ahead.
12. Ask EARLY for support, not right before the program or event; approvals take time.
13. Your fundraising strategic plan should be built around a case for support. Have your elevator pitch prepared and keep The WICT Network's mission in mind.
14. Your plan should outline goals & objectives for 2 years. This provides continuity of your fundraising plan, especially when it comes time for leadership changes.
15. It's up to you to proactively manage the relationship.
16. Sponsorship is more than cash donations, it's also in-kind support. You may want to ask for raffle or silent auction items such as advertising space in periodicals, venue space for events, access to studios for filming and other non-monetary items. Be creative!
17. Ask existing supporters why they give and use their responses to develop testimonials you can use with prospects.
18. Talk about your current programs and how a new gift would be used. If you cannot meet with someone in person, set aside time to make a phone call. Know your audience and be respectful of time.
19. Your board members and other volunteers can be a treasure trove of leads when it comes to growing your prospect list. Find out if they are willing to provide an introduction.
20. And, don't forget to say THANK YOU! They are powerful words.