

Fundraising 101 Webinar

Thank you for joining!

Please mute your lines.
We will begin shortly.



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Empowering Women
in Media, Entertainment and Technology

The WICT Network Chapter Leadership Webinar

Fundraising 101



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The WICT Network's Fundraising Team



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Agenda

- Creativity
- Engagement
- Relationship Building
- Partnership Activation
- Benefit Fulfillment
- Strategic Fundraising
- Fundraising During the Pandemic
- Basic Tenets of Fundraising
- Best Practices
- Q&A



Creativity

- One size does not fit all
- Customize each sponsorship package
- Don't be afraid to be creative
- Listen first to determine needs & budget



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Engagement

- Engagement in programs is key
- Most likely reassurance that sponsors will return
- Continue the dialogue

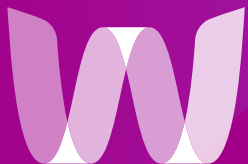


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Relationship Building

- Create annuity through return on investment or ROI
- Retention is the foundation of fundraising
- Raise a loyal base of supporters
- People give, not companies



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Partnership Activation

- Ensure sponsors are attending events
- Allow them to experience the event
- Make a personal connection
- Thank and welcome them



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Benefit Fulfillment

- Be the steward of the relationship
- Goal is to keep the partnerships active year-round
- Benefits should be woven throughout everything the chapter does



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Benefit Fulfillment

- Fulfillment not just about “checking boxes”
- Maintain an open dialogue
- Deliver on agreed upon benefits
- Check in with your sponsors often

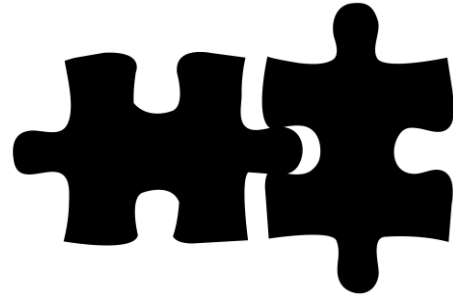


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Strategic Fundraising

- Events & programs should be in alignment with The WICT Network's mission
- Help prospects connect the dots
- Portfolio diversification



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Strategic Fundraising

- Research companies you do business with
- Invite potential sponsors to events
- Let them “try you on for size”
- Always reach out to local or branch offices



Local Outreach



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Fundraising for Virtual Events

- Sponsor retention & benefit delivery
- Openly communicate with your sponsors
- Stay nimble & be proactive
- Identify sponsor goals and adjust benefits accordingly

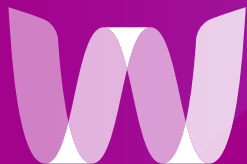


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Fundraising for Virtual Events

- Creative ways to showcase sponsors
 - Social Media
 - E-newsletters
 - Opportunities inside virtual events
- Clearly communicate with sponsors to meet expectations



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Basic Tenets of Fundraising

- Have your sales collateral with you in meetings
- Draft terms of the agreement on paper.
- What are you promising in exchange for the sponsorship?
- Get signatures!
- Set up calendar reminders



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Basic Tenets of Fundraising

- Track benefit delivery for year-end reporting
- Send thank you letters
- Have board members personally thank sponsors
- Better planning = better results
- Ask for support early



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Best Practices

- Strategic plan should be built around a case for support
- Outline goals & objectives for 2 years
- Proactively manage relationship
- Sponsorship is more than cash donations



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Best Practices

- Obtain testimonials
- Know your audience & be respectful of time
- Board members can be a treasure trove of leads
- Don't forget to say "thank you"



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Final Thoughts

Final thoughts – Q&A

Sponsorship and Fundraising information should be placed in:

Chapter Leader Resource Directory > Sponsorships and Partnerships

- Go to <https://wict.org/chapter-leader-resource-directory/>



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