

# How to Ask for Donations and Sponsors

## Plan

- Compile a list of individuals or companies who you feel are suitable and who you would like to approach for donations and sponsorships. Start by talking to people and businesses that you know!
- Research your target and the competition - do they support other charities?
- List the advantages for the individual/company to become a supporter of your cause.
- What level of support are you willing to offer in return for their contribution? Have a think about what you might be able to offer them in return.
  - For example: an opportunity to promote their business at your event or on your social media platforms.

## Step by step

1. Make initial contact with the individual / company and provide them with an overview of Variety – the Children's Charity and your reason for fundraising.
2. Arrange a time to meet and discuss opportunities. Make sure you have all the relevant paperwork that you might need.
  - This might include a proposal which outlines the event, the promotion and the benefits. Only include benefits you know you can deliver!
  - Reiterate the Variety - The Children's Charity cause and provide information about Variety's need.
3. Sell the advantages to the individual/company – why should they support you.
4. Make the ask and discuss various opportunities available.
5. Finalise and agree on all details of the donation/sponsorship and then follow through with it in writing.
6. You must provide the benefits you agreed on.
7. Thank your supporters on the day of the event and after the event.
8. Don't forget to follow up with the total funds raised for Variety - The Children's Charity of Queensland.