

# Business Mentor

**As a successful entrepreneur and Business Coach, I am at the stage that I want to give back by supporting and/or coaching people and non-profit organisations, who themselves want to make a positive difference in the world.**

**The areas I can help with are: Strategic Planning, Organisation, Time Management. I have a special talent for Sales and Marketing. Basically I can see quite quickly what's stopping you reaching the success you want to have and work with you on a plan to achieve that success.**

You can download a booklet on how to make your charity/not for profit organisation more successful.

Having a concrete plan is especially important for charities and non-profit organisations who often rely on volunteers. This way the volunteers can understand where the organisation is heading, and so more easily follow instructions and not get bogged down with unnecessary discussions.

If you find it too challenging and need help with any aspect of this plan, do get in touch with me. I will be only too pleased to help you get started and head you towards success.....it's what I do and it's my way of giving back.

*Karen McCusker*



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## FOREWORD

Do you want to make a difference in other people's lives, but you're having a hard time going about it?

Do you hear yourself saying or thinking:

- I don't know where to begin
- I am too busy to turn my ideas into actions
- I think I could be better organised but I don't know exactly how to go about it
- I am sure there is a better way to run my organisation but I am not really sure how
- I want to pay attention to details but I don't have the time

If so, you will benefit tremendously from following my recommendations. This booklet will give you a foundation for everything you need to know to successfully operate a charity / non-profit organisation. It will guide you step-by-step through the process. This is particularly important for charity and non-profit organisations that are often managed by volunteers. In this case, it is crucial for everyone in the organisation to see which steps are necessary to take, in order to become successful, before they start. This prevents any unnecessary discussion during the process.

If you are feeling overwhelmed and you need help and support with any area of this work, please feel free to get in touch with me. Click [here](#) to e-mail Karen

I will be only too pleased to help you get started and lead you towards success... it's what I do and it's my way of giving back!

**Love Karen**

## 1. EFFECTIVENESS AND PLANNING

Many people fear these words. Slogans like time management, planning and working effectively, make them feel like they have ended up in some type of prison. Nothing is further from the truth.

If you learn to apply a couple of easy principles to your life, you will gain a lot of freedom. You will be in control; and you will have oversight so that you can have more time to relax and enjoy the activities you want to do.

And, of course, you will achieve your goals... WIN / WIN. I am a successful business owner and have developed these principles as I went along. As a Business Coach, I would like to share them with you.

It took me a while to get used to using a paper agenda again. But I quickly noticed the difference. I used to work with Getting Things Done but noticed that my To Do list was getting longer and longer. With Karen's help my effectiveness shot through the roof and I noticed that I had finished the most important tasks by the afternoon and felt okay with relaxing and not doing anything. Great to relax in the sun knowing I have it under control.

Quote Jurrien Mammen, Founder/Chairman of Muses Foundation

### **Buy the following items:**

**1.** A planner: I use the Quo Vadis Agendascop because it has a separate area for notes, not specific to a certain day. If it is too small because you have a lot of appointments, there are also larger versions. I buy them at Winters Office store in Amsterdam. Make sure you have space for notes that are not specific to a certain day.

**2.** A small, white notepad from Hema or other shop that sells stationery (pages glued together at the top so the sheets are easy to tear off)

## Download

1. [Weekly schedule \(Docx, 12 kB\)](#)
2. [Daily schedule \(Pdf, 1,8 Mb\)](#)
3. [Empty Weekly schedule \(Docx, 11 kB\)](#)

Start by entering all your regular activities in your weekly planner. See the example for ideas on how to do this. Print it and cut it to a size that fits under the front cover of your planner. Do you have any appointments? Write them in your new planner.

Place your notepad on your desk. Use it from now on to write down all ideas that come to mind or things you want to remember to do, one per page, then tear off the sheet and leave it on your desk.

This is how to organise your daily schedule each morning:

Gather all the loose notes and open your planner to the appropriate page.

Take a lined A4 notepad and write today's date at the top of the first page. Start writing down your scheduled meetings and regular activities from your weekly schedule onto your daily schedule. (see download 2 on previous page)

Then look at each note one by one and consider whether it would be logical to schedule them for today. What do I mean by logical? Perhaps you have a task to do, or an errand to run that is close to or at a location where you will be today, so that you can combine tasks, which will save you time. If you have any other papers which have something to do with a task you are planning to do today, just pop it under your daily schedule so everything is neatly arranged.

If it doesn't make sense to do it today, schedule the task in your planner for a day that works out better, for example, because you will be in that area that day, or because you have already scheduled time to make phone calls, etc. If neither works out, write it on the top page of the weekly overview in your planner. Schedule it for either this week or next week, depending on how quickly you need to complete the task. This way, you will at least see the task each day and can decide when you will schedule it.

From now on it is important to try and do everything that is listed on your daily schedule. If you apply this principle and train your employees to do the same, you will automatically gain a lot of free time to work on your plan so that you will achieve your goals.

## **2. ESTABLISH GOALS: WHAT DOES SUCCESS MEAN TO YOU? (VISUALISATION)**

What does success mean? It means something different to everyone; therefore, it is important to figure out what it means to you. Under what conditions do you feel successful? What is the essence of what you want? What does your accomplishment look like?

### **Do the following to find out the details:**

Sit down with someone who writes or types quickly.

The other person will ask you questions. This gives you the freedom to let your thoughts flow freely. The other person will also write down or type your responses.

One example of how the meeting could go:

#### **Interviewer:**

Imagine that we are a couple of years further; you have been motivated; people have helped you; you have worked hard and you have been successful in raising funds and your idea to (fill in) has been a success. Everything is perfect. Try to feel it. (Spend some time on these thoughts).

#### **You:**

Yes, I can feel how it is going. (Wait until you really begin to feel it)

#### **Interviewer:**

Where is your organisation now? Do you have an office? Or, are you at someone's home? Are you in Amsterdam or London? Where are you exactly?

#### **You:**

We found some space through the grapevine, free of charge. We are going to set up our office there... (Really try to visualise it in your mind, see the space where you will be working, you are standing in that office)

#### **Interviewer:**

Okay. So; you may use an office free of charge and you have furnished it. You are in Amsterdam (or other city/town). How many staff members will there be in this office? (Try to make the image complete)

**You:**

We have 4 people altogether.

**Interviewer:**

Okay, so, you are in your office, it is furnished and there are 4 employees. Why are there 4 people? What is each person responsible for? Visualise each employee's duties.

**You:**

I am the first employee; I manage everything; therefore, I determine the course and try to make sure everyone stays motivated, etc. etc.

**Interviewer:**

..And, do you know who the second person is? Is it a man or a woman and what does (s)he do?

**Interviewer:**

Now you know where your office is, what it looks like, how many people will work there, and roughly what everyone's job is – now think about the answers to the following questions:

- How do you see that the organisation is successful?
- What is important to you as a group?
- Who are your contacts?
- Where do your activities take place (region, country, etc.)?
- What kind of a difference do you want to make in the world?
- How will you accomplish this? (This is an important question to answer in detail).
- What do other people have to say about your work?
- Why do they think your mission is worthwhile?
- Where does your funding come from?
- How does it feel to do the work you are doing?
- How does your website work, what does it look like?
- Determine a colour theme you will use within your organisation (think about a logo).

It is really important to go into a lot of detail for each question. If one question is difficult, change direction and ask another question. It is amazing how our imagination can give us the answers.

Once you have answered all the questions, you will have a good understanding of your organisation. Many things will have become clearer and a lot of decisions will have been made. Therefore, interviewer, listen carefully and write everything down. This will give you the complete picture of the organisation and what they want to achieve. This exercise will also raise any issues which still need to be researched.

It will now be easier to fill in the following 3 items. Once that is complete, you will be ready to start working your plan.

### 3. MISSION STATEMENT AND CORE VALUES

These are a number of sentences that express what your organisation stands for and what you want to accomplish.

A short slogan that fully encompasses this, a second version that is a bit longer and briefly explains these values, and a third one that provides a comprehensive explanation.

You can then use them for your website, your folders, business cards and posters, etc. They provide clarity to the outside world about who you are and what you want. They ensure that your message to others is always consistent. Others will see you as a stronger, more organised charity organisation.

#### **Example**

##### **Short version**

Muses The Volunteers Network : Improve the impact of volunteers worldwide!

##### **Mid-length version**

Muses The Volunteers Network: We train and coach young volunteers on their first volunteer project. We help them raise money and awareness for their project and guide them in how to work towards a successful project. We provide training plus an online community where volunteers & projects can connect

##### **Long version**

Muses The Volunteers Network: We support volunteers in their preparation, execution and evaluation of their project and facilitate the exchange of information & experiences by:

- Offering all volunteers a preparation training (full day provided by experienced volunteers & professional trainers)
- Offering a Debrief training (full day, by professional trainers)
- Online support (mail/skype) during their projects
- Maintaining an online community of volunteers (hetvrijwilligersnetwerk.nl) where volunteers & project owners can connect, exchange information & experiences and have their questions answered by our panel of experts.
- Developing & distributing information packages & workshops to volunteers and future volunteers (through high schools & universities) which contain starting guides & country specific tips & tricks

Come up with three versions that show how you want the world to see you. A short sentence, a medium length one and then one that is the most complete. Do they really express what your organisation wants to achieve and what it stands for? Check this with a couple of people who are already successful.

## 4. CHARTING YOUR ORGANISATION / JOB DESCRIPTIONS

Take an A4 sheet of paper, and draw a picture of what your organisation will look like.

[Charting your organisation: example \(PDF, 719 kB\)](#)

Now take an A4 sheet of paper for each person in your organisation and fill in the responsibilities you visualise for each person based on your notes.

[Charting your organisation: Job Description: example \(Docx, 12 kB\)](#)

## 5. PROJECT PLAN (HOW WILL YOU ACHIEVE YOUR GOALS)

You have already figured out the details of your organisation; you know what you want; and you know what kind of employees you are looking for and what you expect of them. Buy a binder (perhaps you have already come up with a colour scheme for your organisation; buy a binder in this same colour). Also buy some dividers with windows, a little wider than A4; these are usually grey. Create a separate divider for each subject that came up while you were visualising your organisation.

- Fundraising
- Budget
- Website
- Advertising
- Projects etc.etc.

You probably already have information, loose papers, notes or ideas. File all this information under the appropriate subject.

Create folders on your computer with the same subject divisions, so that they match your binder: One folder for fundraising, another folder for website, and a folder for advertising, etc. File all your visualisation notes under the appropriate sections.

If you stick to this approach, all your ideas for each subject area will be properly sorted in your binder and on your computer .... essential for getting off to a good start!

## 6. YOUR WORK AREA

Personally, I believe it is very important to have a work area that makes everybody feel happy. Besides, say a potential sponsor drops by the office, (s) he should have the feeling that your work area fulfils his or her idea of what a professional organisation should look like. This creates trust. Thus I recommend you keep it simple, but pay attention to the details.

### **What should it look like?**

For the sake of convenience, I will give you a few simple solutions:

- Walls: White or crème (GN 02 90), perhaps with an accent wall in your organisation's colour.
- Floors: Wood or laminate. Check whether you can buy desks and file cabinets in the same colour of wood before you buy.
- Furniture: The same colour desks and file cabinets as your floor.
- Window treatments: Blinds in the same colour as your walls or your floor

You will find everything you need in all price categories at IKEA.

Buy binders and mugs in your organisation's colour and create space for the binders, for example, on a shelf or in a cabinet.

It is also important that all work areas are well organised and look nice. Does everyone have the right tools to do their job well? Think about the details, such as scissors, a stapler and a rubbish bin. A secretary requires a good computer with the appropriate software.

Do you have a good vacuum cleaner to keep everything clean? Make sure you get rid of every obstacle that could stand in the way of the success of your organisation and people. In this way, everyone can do what is expected of them.

I already hear the idealists thinking... appearance isn't important – right? Believe me, there will be a point in time during your journey towards success that it will be important, so why not look after it right away, so that you can reap the benefits from the very beginning. If you have little money, try to follow these guidelines as much as possible. Paint doesn't have to be expensive, binders and mugs in your organisation's colour are not expensive.... Do as much as you can and people will see that it matters to you how others perceive you. This positive attitude that you convey will benefit your organisation.

## 7. PROCEDURES AND CHECK LISTS

Simply put, these are lists that specify how you want things done. They provide clarity and simplicity, and they ensure that everyone knows what needs to be done.

Examples of possible procedures you can create

- What should we do when a new donor calls us – from beginning to end
- What should we say when we approach a company to ask for a sponsorship. etc.

Start a “Procedures” file in Word. Print all procedures you make and store them in a “Procedures” binder and put this binder in a place that everyone can easily access.

Do the same for your checklists.

Examples of Checklists

- What should we think about/prepare/do and in what order, so that we can participate in an event
- If we go to an office supplies shop to buy a particular item, what other items should we check at the office before we go to the shop so that we see if there is anything else we might need, etc.

Start a “Checklists” file in Word. Print all checklists and store them in a “Checklists” binder and put this binder in a place that everyone can easily access.

As soon as you need something from the office supplies shop, use the checklist so that you can buy everything all at once.

## 8. DETERMINE YOUR UNIQUE SELLING POINT

I know what you are thinking.... selling? What does that have to do with anything, I am not a company?

It has everything to do with everything. The outside world will ask questions, such as:

- What makes your organisation so special and different from other organisations that appear to be doing the same thing you are?
- As a journalist, why should I write an article about your organisation?
- Why should I support your organisation with my money instead of other organisations?

There is usually a reason why you have started a non-profit organisation. For example:

- Even though other organisations may seem to have the same purpose as yours, yours may have a different slant on things.

because no other organisation in our country does this.

- because you want to stress the importance of ..... and no one is doing this yet.
- because ..... etc. etc. There are many more reasons.

Question: Are there no other organisations that do the same thing? Aren't you doing the exact same thing they are?

Answer: No, we are different because..... fill in your own reasons

The answers to these questions show what makes your organisation different. These are your Unique Selling Points. This information must be included in all your communications with the outside world. They will then see why your organisation is special; they will write that article and they will decide to give their money to your organisation.

Note your answers on an A4 sheet of paper and file it under the Sales & Marketing section of your binder / computer.

## **9. WEBSITE AND COMMUNICATIONS TO THE OUTSIDE WORLD (BUSINESS CARDS/LETTERHEAD)**

Your website is your most important communications tool. The information on your website must always relate to your purpose and goals.

Components: Layout and content

You don't have to reinvent the wheel. Practically everything has been designed and thought of before. Your computer and Google are your tools. Therefore, my advice to you is to look up a number of organisations similar to yours, for example organisations that do similar work as yours but in a different geographical region, or those who have a somewhat different purpose than yours.

- Which organisation that is similar to yours do you see as a role model?
- Which organisation do you admire or which organisation appeals to you?
- Do they have similar goals as yours? Are they also an animal shelter for example?
- Do they also collect money to support projects.
- Look at three websites and ask yourself the following:  
Would I want to design my website the same way?  
If your answer is "Yes", the easiest thing to do would be to contact their website designer. Ask the designer to create your website with a similar lay-out but with your text and pictures.

Ask them to build an integrated Content Management System, so that you can modify your own pictures and texts in the future. This may be a little more expensive, but will save you money in the long run. It will also give you full control over your website.

If you don't have the money to pay a company to create your website, then look for someone in your network who would be willing to do that for free or for a discounted rate. The most important point is and remains, you must determine what your website will look like; therefore, make a sketch of how you want it on paper.

Once you have a website design, it will be easy to print business cards and letterhead.

## 10. FUNDRAISING (PRIVATE AND BUSINESS, EVENTS AND GRANTS)

### How much money do you need?

1. You need money to keep your organisation working and to guarantee continuity. Make a list of your recurring costs and expenses. Think about:
  - Rent for office space
  - Salaries for any people who are not volunteers
  - Expenses for creating a website
  - Other recurring monthly/annual costs and expenses
  - Expenses related to organising events for fundraising activities, providing information to others, training, and membership drives, etc.

2. You also need funds for your charity. This is the money that will go to others thanks to your fundraising activities.

What do you want to do with this money and how much do you need? Write it down. You now have an overview of how much money you will need to raise each year and what you intend to do with the money.

Where are you going to raise funds?

1. Private people
2. Companies
3. By organising an event

You approach private people and companies for a one-time donation to help you achieve a specific goal. This gives you a lump sum. Or, you ask them to give a monthly donation. This gives you a steady income, so to speak.

How do you get to them and how do you motivate them to support you? Success fully depends on how you approach these people or companies. If you want to sell something successfully, you must see things from the other person's perspective:

- Why would they think it would be worthwhile to support you?
- What's in it for them or their customers?

If you always answer these two questions in all your communications, you will have a much greater chance for success.

## General advice

How do similar organisations raise funds? Google it and look around you. Take notes of good ideas. Consider whether you can copy their ideas. Why not?

Perhaps they work in a different city; thus they aren't competitors of yours. They are probably working on a different project, and all good ideas have been used by other people, so why shouldn't you do the same?

How do I approach businesses and companies to raise funds?

It is important to be specific in what you are looking for, not just as much money as possible, but exactly how much and what for. You will have a much greater chance of getting it. Do you want them to sponsor something specific, such as website/rent/employees? Do you want companies to support you as a monthly/annual donor? Tell them what you want.

Make a list of exactly what you want and how much it will cost a month/year.

Once you have a clear understanding of what kind of support you require to be successful, you are already halfway towards achieving your goal.

[Download exemplar of a list of Monthly costs \(XLS, 14 kB\)](#)

Approaching contacts

- 1. Warm contacts**
- 2. Cold contacts**

### 1. WARM CONTACTS

I would suggest you start in your own area, calling on small businesses or shops where you are already a customer or with whom you already have a connection. You can also approach companies you know via a different means – perhaps you know the company owner through someone else, or you know someone who works there. If you run into them, tell them what your organisation does and that you are looking for sponsors and why.

Building your warm address list (A type of LinkedIn for your charity)

It's a great feeling to know that people around you understand what you are doing, and that you are giving them an opportunity to support you in your cause. Consider family, friends, acquaintances and everyone who shows an interest in what you are or will be doing.

1. Create a separate group for these people in your address book on your computer. Record their addresses and telephone numbers and enter a brief

description of how you came into contact with them. It is important to always have this information with you so that you can keep it up-to-date and so that it is ready to use for your next letter/e-mail/event. Now you have created a foundation for all the networking you will undoubtedly do in the future.

2. Take advantage of every opportunity to add people interested in your cause to your warm address list. This is how you change as many cold contacts as possible into warm contacts.

Try to add warm contacts to your address list during the day while you are busy with your day to day activities. Ask everyone you talk to in connection with your charity whether it would be alright to add them to your address list.

It is a lot easier to approach warm contacts because you already know them or have met them before. This is why networking is so crucial. This is how you turn a cold contact into a warm contact.

Your conversation could go something like this:

We have a list of people and companies who believe that we have a worthwhile cause. We send them an e-mail or letter from time to time to keep them up to date with our activities and special campaigns, etc. May I add you to that list?

Write down their information, such as: address / e-mail address / telephone number and any other relevant details of your meeting with them.

Turning warm contacts into donors by telephone

If you can turn your new warm contacts into donors on a regular basis, you will be able to generate the financial resources necessary for your success.

Example of this kind of conversation

Who you are:

Hello, I am Karen McCusker from the ..... foundation (fill in).

How you know each other:

We met at... on.... / You visited our booth and expressed an interest in our work (fill in).

What you do:

As you know, The Muses Foundation is a foundation that ..... (fill in)

Why you are calling:

We are currently conducting a campaign to ask the people who have shown interest in our cause to become a regular donor. Therefore, I would like to ask you if you could support us this way. Our goal is to attract 500 donors to donate 5 Euros per month each (fill in).

Finish: Yes

Thank you very much; perhaps I can take down a few details.

Finish: No

Would you still like to remain on our mailing list so that you can stay abreast of what is going on?

Approach warm contacts by letter for a specific purpose

Example: Collect money to build your website or ask everyone if they know of a printing company where you can have your brochure printed for a special reduced rate for friends etc.

[Download example of a fundraising letter with a specific goal for warm contacts \(Docx, 17 kB\)](#)

## **2. APPROACH COLD CONTACTS / COMPANIES FOR A SPECIFIC GOAL**

I came across the following article on the internet: It shows how a small charity can successfully raise sponsorship funds with companies. It is perfect in my opinion. Print it, read it and use it as a basis for your plan for approaching companies.

Companies are always looking for ways to increase their name/ brand recognition, so that they can sell more products. At the same time, consumers are attaching more and more importance to knowing that they are contributing towards a good cause when they purchase certain products.

More and more consumers believe it is important for companies to make a positive impact on the world. By supporting you, these companies can show their customers they are supporting a good cause.

Sponsorship is a partnership between a charity and a company. The charity gains support and the company gains name/ brand recognition and relatively inexpensive marketing.

Employees will feel good about what the company is doing on their behalf. The more advantages a company gains from a partnership with your charity, the more successful you will be in obtaining funding from sponsorships.

Therefore: how can a small charity successfully raise sponsorship money for an event?

Large national charity institutions have personnel that work on goal-oriented marketing, or they may hire consultants who are specialised in sponsoring programmes. But, don't be discouraged if your organisation is small and local and that most of your employees are volunteers. You can still recruit sponsors. Start with people you know in your direct surroundings, then continue on to local companies that employ people you know, then branch out and contact companies you do not know personally. Keep increasing the size of the circle.

Many organisations only concentrate on the head offices of large companies like Philips or Hema etc, whenever they are looking for company sponsorships. It is no wonder that they quickly become discouraged and start to believe that they are wasting their time trying to obtain company sponsorships.

You have already written down which costs you would like to cover. Develop a budget for your event. How much will it cost to book a room for the event? How about promotional activities, lights, microphones, entertainment, gifts such as t-shirts, printing costs and catering?

What will the event generate in terms of revenues? Will you ask people to pay an entrance fee at the door? Has money from the budget already been allocated to the event? Have some donors already promised support for the event? How many company sponsors from last year have re-committed for this year? How much of the revenues will go to supporting the event and how much will be used for the charity?

Once you have figured out how much money you still have to raise for the event, you will be able to determine the sponsorship levels for the companies you will be approaching. How many sponsors do you need at each level to fulfil your goal?

Come up with a number of different levels. A low level to attract small businesses, a medium sponsorship level for larger companies, and perhaps a high sponsorship level for a leading company.

The sponsorships should form a pyramid with a number of small businesses at the bottom, with increasingly less companies as you go to the top. It is better to plan a lot of small sponsorships so that the whole event doesn't fall apart if you cannot line up a big sponsor.

Don't forget to put together a list of in kind gifts. These are a great alternative for a company that prefers not to donate cash. A restaurant chain may be able to provide a location, while the local timber yard may be able to provide materials for the podium and furnishings.

Also assign a list to each sponsorship level, which explains how you will promote the sponsor's name prior to and during the event. This can include logos in the programme, advertising signs, press releases that announce the sponsorship, the opportunity for participants to taste the sponsor's products or to receive samples.

Leave room for flexibility. Every potential sponsor may have their own marketing requirements, or they may wish to donate cash and in kind.

## **Prepare a public/sponsor Matching Matrix**

Before asking a company to sponsor your event, consider who the target audience is for your event. Make a detailed list. Will your event target families, young children, or young mothers? Or, is it for pensioners, people with high incomes, grandparents, teenagers or seniors? Think about the people in the broadest sense who will visit your event.

Example: The main theme of your event may be a summer theatre festival for children aged 6-12. However, don't forget all the adults that have to accompany the children to the event, and the grandparents that want to see their grandchildren perform on stage, etc. etc.

Once you have a complete list of the types of visitors you expect at your event, make a list of the companies that would be interested in these types of visitors. In this case, this would include any company that sells products or services to families. These could include restaurants that mainly cater to families or that are particularly child-friendly, children's clothing and shoe shops, fast food restaurants and cinemas, etc. Also include shops that have "back to school" sales, toy shops, private schools and all sorts of department stores.

Consider the companies that provide services that families would be interested in, such as car insurance, offices that have employees with children, and companies that might be looking for volunteer opportunities for their employees. The public/sponsor matrix will aid you in identifying specific companies that might be interested in sponsoring your event. This will also form a basis for your sales pitch to these companies.

Should I contact them by Phone, E-Mail or Personal Visit?

Some charities think that the only thing they have to do is to send a letter explaining their event and the sponsorship options. They send this letter to all the companies in their area and expect that these companies will magically send in their sponsorship money.

Unfortunately, it doesn't work like that. Remember, each company receives a stack of post each day. Why should they pay attention to a letter from a small, local non-profit organisation that is asking for their help? If you send a letter, it must be addressed to a specific person and it must be followed by a phone call or another means of personal contact.

Do not be afraid of cold calling. (This means contacting a person or company you don't know). According to IEG, a company that helps to bring organisations and sponsors together, 55% of all sponsorship funding comes from cold calling. Whether you ring the company, visit their office, send a letter or an e-mail will depend on the circumstances. One method of communication will not suffice... use an integrated approach, be methodical and persistent.

Small charities and other non profits can get corporate sponsorships for their events if they are organized and persistent. Here are more tips for finding sponsors: use Your Inner Circle to Find the Best Leads to Potential Sponsors Ask your volunteers (especially board members) if they have a connection with a local business. Would they feel comfortable either making a pitch to the business for support or at least providing an introduction to the decision-maker there? Offer to attend a meeting with the volunteer. Follow up on all of these leads. If a volunteer says he or she will contact their employer or their cousin who owns the insurance office, write that down and then follow up. Did the volunteer make the contact? What happened? How can you help or follow-up?

### **Work the Geographic Circle that You Can Physically Reach**

Walk around the immediate area where your charity is located and where you plan to hold your event. Write down the names of all the businesses, look up their contact information, and then call them about your upcoming event. Set up an appointment to go talk to them in person.

At that meeting, make a marketing pitch to the business. Explain who will be attending your event, how you will advertise their sponsorship, and provide the sponsorship levels they can choose from. If you don't get a commitment at that point, leave some prepared materials and your business card. Immediately send a thank you note, enclosing another business card and copy of your opportunity. Then follow up with a phone call one or two weeks later. Keep doing that until you think there is no chance of a sponsorship from that business.

### **Work Your Outer Circle of Influence**

Make a list of all the mid-size and large corporations in your area. Think of large employers, grocery store chains, and retail outlets that are part of a larger corporation. Call those businesses and ask who handles their marketing, their charitable contributions, or their sponsorships, and how you should contact them. Ask for any guidelines the corporation has for charitable help. Some larger businesses will only work with registered 501(c)(3) non profits, for instance. Then contact the appropriate person or department in the manner

they prefer.

The corporate office might want a formal proposal mailed to them, or they may have an online form that they want charities to use. Whatever it is, follow the instructions, but then follow up in a week or two to find out if the company got the information, and what you should do next. At each contact point, try to get a meeting with someone so you can make your pitch in person. A local affiliate of a larger organization may refer you to the corporate headquarters in another city. Don't quit at that point. Write or call that office, mentioning that the local store or office sent you.

This is the hardest circle to reach, but don't be shy about being persistent. Companies get hundreds of requests a year. Most go nowhere simply because the non profit did not keep following up. Even if you don't score a sponsorship this time around, you will be able to educate the business about who you are and what your charity does. That will set the stage for involvement at a later time. Keep detailed records of these contacts so you know what you did and what you should do next. When you get discouraged, remember that you are building steps to a future relationship. None of this activity will be wasted if you consistently think in this way.

#### Formalize Sponsorship Agreements and Cultivate the Relationship

Once you reach a sponsorship agreement with a business, send a thank you letter that reiterates what each party will provide and when. Send another thank you note when the contribution is received. Send them updates on event planning during the period running up to the event. Make sure they receive your newsletters and other communications. Provide a contact name if there is any problem or a question. If the sponsor does call, make sure that their questions are answered quickly.

Invite representatives of the business to participate in any pre-event activities you might have, such as a reception at your organization or a press conference to announce the event. Give your sponsors plenty of publicity...even above and beyond what their sponsorship agreement calls for.

Be sure to send an invitation to the event to those companies that chose not to participate. Thank them for their consideration of your request with the hope that they will visit and enjoy the event. When a business sees that your event was successful, and that other businesses helped support it, they may choose to be a sponsor the following year.

### After the Event, Provide Sponsors with Plenty Of Documentation

Take lots of photos at the event showing the sponsor signage, participants enjoying themselves, activities that the sponsor's contribution made possible. Send reports about attendance, money raised, and what that money was used for. Organize volunteers to write notes of appreciation to the sponsors, send certificates of support, or several copies of your newsletter that show photos of the event.

Finding and getting corporate sponsors is a lot of very hard work, especially when your event is new. But, that work, if done well, can lead to very satisfying partnerships for the future. As with any donor to your organization, you must find those businesses that will work with you, care for them by making them part of your organizational family, and keep them happy and involved for the long run.

### **Source of the above article**

[How Even Small Charities Can Get Corporate Sponsorships, Joanne Fritz](#)

## **11. PUBLICITY VIA SOCIAL MEDIA AND NETWORKING**

### **What is Social Media and what does it do?**

Social Media is just an extension of how you already keep in contact with people by keeping in touch with people you already know (warm contacts) and by trying to make new friends (known in social media circles as Followers).

Keeping in touch with people you already know

Talk to your warm contacts and see what they would be interested to hear about and plan in to include this in your communications.

### **Emails or Newsletters**

These are personalised messages to your warm contacts or sponsors for example, keeping them up to date on what's going on in the charity. What have you achieved and where do you need help? Ask for any help, very specifically, tell them exactly what you need.

Thank them personally, or on your website for their contributions.....keep it personal and real.

### **Try to make new friends**

Digital Social media can help you carry your story beyond the boundaries of your own network. It can help you find new people who believe in what you are doing and hopefully want to support you in one way or another. Who is (are) your target group (s) and what kind of things are they interested in? How do they communicate with one another already? Aim to talk to them in that way because then they will feel the most comfortable.

It's about creating an 'interesting story' so that people will talk about you and spread the word about your cause. So you need to think about what your 'story' is and why people would be interested to listen and re-tell your story to others?

Your message should be concise, consistent and of course appealing.

There are different instruments you can use: communities like Facebook and Linked In, Hyves etc.

How can people get involved through those communities? By asking questions or asking people to give input back to you. Or 'like' whatever you have to say.

So if you can get people involved, you can spread your message and build up a following quickly.

Digital Social media works best for people/causes with a lot of social capital, so if people like you and your charity, because you do good, then people hopefully would like to follow/support you, especially if you manage to make your 'story' interesting.

Just because you are a good cause doesn't automatically guarantee success. However, if you are dedicated about what you do, seriously want to make a difference, and you manage your warm contacts with thought and consideration you can head yourself towards success.

Practice telling people about your charity in a way that gets your Unique Selling Points across. Be focused on turning cold contacts into warm contacts, moving warm contacts into sponsors. This will give you the solid base you need, you will then have followers to work with and learn about.

### **What is Networking and how can you use it**

Networking simply means talking to people you know or people who could potentially further your cause. Put together a list of networking opportunities. Are there any relationship building opportunities? Perhaps you can give a presentation about your organisation.

Are there existing networks you can join? You could consider creating a PowerPoint presentation (not too long).

### **Preparing a networking meeting**

Make sure you can talk about the Unique Selling Points of your organisation in a captivating manner. Prepare what you will say. You could try practising your pitch to a friend.

Try to prepare by researching the other organisations you think you might encounter. What are they focusing on? What are their strengths? No one will take you seriously if you don't know what's going on.

## 12. MEASURING YOUR RESULTS

The most obvious way to measure your results is to keep track of what you do with the funds you have raised. How much of a difference did you make and how did you do it?

### **Measuring the funds you have raised**

First of all, learn to love the money thermometer. It will serve as a great motivator for everyone at the office; it shows how fundraising is progressing. Each time you reach the next 100 or 1000 Euros, show these milestones on the thermometer and celebrate. You could hang up a whiteboard at the office and draw a clear money thermometer that everyone can see from their desk.

Secondly. Translate money/effort into accomplishments: how many people/ projects / animals have been helped. For example, a map that shows all the new projects or a thermometer that shows how many animals have been helped, how many volunteers trained etc. etc.

You can also share these positive results with the people and companies that support your efforts. (See fundraising)

This “Feel Good Factor” is important, even though you can’t measure it.