FIRST® Fundraising Toolkit

Section 5

Maintaining Sponsor Relations

Renee Becker – FIRST Fundraising Toolkit Coordinator
FRC Team 234 – Cyber Blue
Fundraising Toolkit Introduction

- Grant from the Argosy Foundation
- Focus:
  - Provide teams with materials to fundraise
  - Help teams develop local relationships
  - Highlight successful fundraising methods
  - Increase sustainability of teams
Goal:
- Encourage teams to maintain long-term Sponsor relationships

Overview:
- Building long-term relationships
- Thank you suggestions
- Best practices
Introductions

- FRC Team 234 – Cyber Blue
Maintaining Sponsor Relations

- How do you train your students to talk to Sponsors?
  - Sponsor Workshop
    - Think Like a Sponsor
    - Basic Script
    - How to Treat Sponsors
    - How to Ask for Money
Maintaining Sponsor Relations

What benefits do your team Sponsors receive?

- Recognition on team website
Maintaining Sponsor Relations

- What benefits do your team Sponsors receive?
  - Recognition during competitions
Maintaining Sponsor Relations

What benefits do your team Sponsors receive?

- Recognition on team shirt and robot
- Internships
Maintaining Sponsor Relations

How do you thank team Sponsors?

• Personal thank you note
• Invitation to team events & meetings
• Team poster to hang in business
Maintaining Sponsor Relations

- How do you engage Sponsors throughout the year?
  - Pre-Season/ Post-Season:
    - Demonstrations by Request
    - Personal Contact
  - Build Season:
    - Critical Design Review
    - Community Open House
  - Competition Season:
    - Invitation to regionals
    - VIP tours at events
Maintaining Sponsor Relations

How can teams cultivate long-term relationships with their Sponsors?

- Make Things Personal
- Keep Contact
- Update With News
- Be Helpful
Thank you

Questions?
Renée Becker – rbecker@usfirst.org

Special Thanks:
FRC Team 234 – Cyber Blue
  first@cyberblue234.com