



## Patron Drive Fundraiser - Hints Page - 2011

✓ Good Businesses: Start by picking the right type of businesses. There are 5 types of businesses to consider:

1. Family connections!! Parents' places of work, family friends, etc.
2. Small Local Businesses: local restaurants, doctors, insurance, tuxedo shops, hair salons, etc.
3. Franchise stores: chain stores that are owned locally (usually Taco Bell, Starbucks, dollar stores, etc.)
4. Large Chain Stores: corporate type stores - CVS, McDonalds, etc.
5. Large Corporations: Harris, Kodak, Xerox, etc.

➤ The best type of business to approach is the family connection. Obviously if you know the people, it will be MUCH easier to sell to them. Think up all of the connections you can!!

***Mr. Drake's suggestions for picking 10 places to start:***

*3 Contacts from their parents whether through work, 3 contacts from businesses they patronize (doctors, dentists, pizza joints, etc.), 3 contacts from people outside the club (other students, friends, scouting, etc.), And 1 contact from family*

➤ Generally the Small Local Businesses and Franchise stores will be the best

opportunity for quick money. The manager/owner is generally onsite, and can give a yes/no answer right away.

➤ If you approach a large chain store, be prepared to have to send the letter to their corporate office.

➤ In general, stay away from large corporations in the area, unless a parent works there. Most of them sponsor teams already.

✓ Important to Do

1. Sign all of the Patron Letters at the bottom with your name!
2. Make sure to have Sponsors fill out the Patron Sponsorship Form, and give you the ad that they want used, have you pick up the ad, or have them mail it or e-mail it to us. Indicate on the form how the ad will be sent in.
3. Give the patrons the Patron Letter, the FIRST Brochure, the TOP HALF the completed Sponsorship form.
4. Tell them that they will receive a formal receipt in the mail.
5. Say THANK YOU and close with a firm handshake!
6. Submit the checks & forms immediately Melinda Mlodzienski.

✓ Selling Points

★ Patron books will be distributed throughout the community in places like the library, doctors' offices, patrons' offices, etc. We will display it at all of our competitions and demonstrations. We will make it as widely seen as possible.

- ★ Our T-shirts and robot have an excellent chance to be seen on local and national news stations. R-news will cover the Rochester regional, and ABC News and 60 minutes (and others) often pick up the national competition. Channel 10, R-News & the D&C have covered our Ruckus and Rally events.
- ★ For any interested businesses we can give a robot demonstration after the national competition (mid April) through mid-December. They are also welcome to come be our guests at the Rah-Cha-Cha Off-season competition on October 29, 2011 or at the Rochester Regional March 8-10, 2012.
- ★ We will add their name to the Sponsor Page of our award winning website!

✓ The Little Things Count:

- ▷ Dress up!!! If you appear professional (think church-wear, or a semi-formal dance) businesses will take you more seriously.
- ▷ Come up with your own speech. Include things you are working on for the team, why you got involved in the program, etc. Make it personal. It shows you are getting something out of the program.
- ▷ Be polite!! Try to use terms like *Good Morning/Afternoon* and *Sir/Maim*. The more professional your speaking is, the more impressed the business will be.
- ▷ Leave the FIRST brochure with them, mention our website. All of these things make you look and sound more professional.

- ✓ FOLLOW UP!!: It is very important to follow up with businesses who do not immediately give you a "no." If they say that they have to check with a manager, ask if you can stop back, see if you can make an appointment, or at least give them a call in a week. Never let a business sit on the forms for an undefined amount of time. If they say they will get back to you in two weeks, check with them in two weeks. There is a lot of potential money, occasionally we just need to be persistent.

- ✓ Remember Donations: If a business says that they cannot give money, but they can give gift certificates or some type of donation, TAKE IT!! We can use the gift certificates as incentives, and can use items for a raffle or for silent auctions.

- ✓ Ask for Help!!: If you are not having success with businesses and think you might need help, ask a parent to go with you, or come ask the Harris mentors.

- ✓ Inform us of Businesses you have/will approach: We need to keep a good running list of all the businesses that have been approached. PLEASE keep track of every one you talk to, and intend to talk to, and let us know each week.

Remember, this is for the team travel!! The more you raise, the less you have to pay! It may take persistence, but give it a shot! It will be worth it. It will also give us a good foundation of businesses to approach next year.

**Student Business List** Student Name: \_\_\_\_\_

If a business cannot donate this year, but is interested in the team, make sure to get their email address!

1. Business Name: \_\_\_\_\_ Date: \_\_\_\_\_  
Response:  No  Maybe (return date: \_\_\_\_\_)  Yes (amount: \$ \_\_\_\_\_)  
Business Contact: \_\_\_\_\_ Email: \_\_\_\_\_
2. Business Name: \_\_\_\_\_ Date: \_\_\_\_\_  
Response:  No  Maybe (return date: \_\_\_\_\_)  Yes (amount: \$ \_\_\_\_\_)  
Business Contact: \_\_\_\_\_ Email: \_\_\_\_\_
3. Business Name: \_\_\_\_\_ Date: \_\_\_\_\_  
Response:  No  Maybe (return date: \_\_\_\_\_)  Yes (amount: \$ \_\_\_\_\_)  
Business Contact: \_\_\_\_\_ Email: \_\_\_\_\_
4. Business Name: \_\_\_\_\_ Date: \_\_\_\_\_  
Response:  No  Maybe (return date: \_\_\_\_\_)  Yes (amount: \$ \_\_\_\_\_)  
Business Contact: \_\_\_\_\_ Email: \_\_\_\_\_
5. Business Name: \_\_\_\_\_ Date: \_\_\_\_\_  
Response:  No  Maybe (return date: \_\_\_\_\_)  Yes (amount: \$ \_\_\_\_\_)  
Business Contact: \_\_\_\_\_ Email: \_\_\_\_\_
6. Business Name: \_\_\_\_\_ Date: \_\_\_\_\_  
Response:  No  Maybe (return date: \_\_\_\_\_)  Yes (amount: \$ \_\_\_\_\_)  
Business Contact: \_\_\_\_\_ Email: \_\_\_\_\_
7. Business Name: \_\_\_\_\_ Date: \_\_\_\_\_  
Response:  No  Maybe (return date: \_\_\_\_\_)  Yes (amount: \$ \_\_\_\_\_)  
Business Contact: \_\_\_\_\_ Email: \_\_\_\_\_
8. Business Name: \_\_\_\_\_ Date: \_\_\_\_\_  
Response:  No  Maybe (return date: \_\_\_\_\_)  Yes (amount: \$ \_\_\_\_\_)  
Business Contact: \_\_\_\_\_ Email: \_\_\_\_\_
9. Business Name: \_\_\_\_\_ Date: \_\_\_\_\_  
Response:  No  Maybe (return date: \_\_\_\_\_)  Yes (amount: \$ \_\_\_\_\_)  
Business Contact: \_\_\_\_\_ Email: \_\_\_\_\_
10. Business Name: \_\_\_\_\_ Date: \_\_\_\_\_  
Response:  No  Maybe (return date: \_\_\_\_\_)  Yes (amount: \$ \_\_\_\_\_)  
Business Contact: \_\_\_\_\_ Email: \_\_\_\_\_
11. Business Name: \_\_\_\_\_ Date: \_\_\_\_\_  
Response:  No  Maybe (return date: \_\_\_\_\_)  Yes (amount: \$ \_\_\_\_\_)  
Business Contact: \_\_\_\_\_ Email: \_\_\_\_\_
12. Business Name: \_\_\_\_\_ Date: \_\_\_\_\_  
Response:  No  Maybe (return date: \_\_\_\_\_)  Yes (amount: \$ \_\_\_\_\_)  
Business Contact: \_\_\_\_\_ Email: \_\_\_\_\_