

# Robettes Contact Guide for Potential Sponsors

## Step 1: Initial Call

Read the *entire* sponsor folder and be well versed in facts about FIRST, FRC, our team, and our school.

Hello! May I speak to the person who is in charge of community outreach or public relations please?

### If the person you want to talk with is there...

Hi, I'm one of the members of the Robettes robotics team, and I'm calling to check whether you received the folder of information we sent last week. I'd love to discuss the information we sent. Do you have a moment now or is there a good time for me to stop by in person?

#### If no...

When would be a better time to answer your questions about the benefits of sponsoring a nationally competitive all-girls robotics team?

#### If yes, you should stop by in person...

Wonderful! I'm available anytime after 3pm\* on weekdays. When would be the most convenient time for you?

\*Insert your own time, based on your daily schedule.

#### If yes, I have time now...

Get them talking as much as possible. People like to talk about themselves, and will give more generously if we explain how giving will benefit *them*, not *us*. Make your answers to their questions concise (tell them what they want to know, and don't ramble).

Ask them lots of questions:

- What is it that your company does?
- What kind of community outreach do you usually do?
- What kind of marketing and advertising are you interested in?

Tie each of these questions back to the fact that their logo could be on our T-shirts, robot, banner, etc., and our team competes with others from around the state, region, and country. FRC events are even broadcast on TV! That's really great advertising for them.

If they won't commit to sponsoring right there, let them know they just have to call, email, or mail in the Donor form. Let them know you'll call to follow up with them in a couple days. Get their contact information if you don't have it already.

### If the person you want to talk with isn't there...

Get their contact information. Ask for a better time to contact them and call back then.

## Step 2: Follow-up call(s)

Goal: Get them to sponsor us, or thank them if they have already.

#### If they said they'd sponsor us, but we haven't received anything yet...

Ask them what questions they still have.  
Ask them when a good time would be for you to stop by and pick up their sponsorship form.

Keep calling every couple days until you get either a donor form or a no.

#### If they said they'd think about sponsoring, and haven't called or emailed yet...

Ask them what questions they still have.  
Remind them about the benefits of sponsorship.  
Remind them that we can use supplies, materials, services, and volunteers, too!  
Ask them when a good time would be for you to stop by to answer any further questions.

#### If they have given us a sponsorship...

Thank them profusely.  
Invite them to the NorthStar Regional on Friday & Saturday, March 30<sup>th</sup> & 31<sup>st</sup>.  
Ask them if there's anything else our team can do for them – would they like a robot demonstration after the season is over?

## Step 3: Thank-you letter

Come see the main mentor contact that is in charge of sponsorships for a letter to send once you've received a sponsorship.