



Hosting fundraising events can be an enormous boost for the DANII Foundation. Raising awareness, making friends, creating an atmosphere of community, all add layers of positive cultural spirit to our group.

Of course, raising money is a goal too. You may have an event planned with clearly identified revenue streams – ticket sales, catering, drinks, games and attractions – but what about those little extras that can add so much? A raffle, lucky wheel, or even silent auction can add up and raise quite a lot of money.

So how do you go about sourcing the prizes? Where do you start?

Here are some do's, don'ts, and 'please considers' to make the task of finding sponsorship and donations a little easier.

Decide if you are asking for a sponsorship or a donation

It is important to know the difference between a sponsor and a donor. When requesting sponsorship (whether in cash or in-kind goods) there is an expectation of reciprocation. This means that the DANII Foundation agrees to something in return for the business's support. In many cases, this can be advertising and exposure for the business, maybe an opportunity for them to attend your event etc.

A donor is an individual or business that simply donates (again, this can be cash or in-kind goods, or even labour) with no expectation of reciprocation. This is also known as "untied funds". They become a supporter of your event with no relationship to be maintained. (Of course, it is always a good idea to thank donors in some form for their support). Advertise their logo letting the public know they are supporting our cause.

Start early

If you are looking to source many items, say for a silent auction, or school fete games, or a raffle wheel, or even a Bunnings BBQ where you contact the local Butcher, be prepared for a LOT of back and forth between yourselves and the businesses you are contacting. Establishing a connection, then a relationship, takes time!

Don't go in empty-handed

Ideally, your local organising group will have something on paper to formally ask for a donation or sponsorship. This may range from a simple letter requesting a donation (outlining why they should help you, and what it would mean to you to have their support) or something more substantial, like a sponsorship proposal. This may include a covering letter from the President or Chair of the foundation, a sliding scale of sponsorship that the business may wish to choose from, and an offer of reciprocation from the DANII Foundation. If you need help with obtaining a letter contact donna@danii.org.au or phone 0418 465 245

This is also an important document if you are 'cold calling' and the business has no idea who you are! Any letter or paperwork establishing the event's authenticity, and contact details of the planning group, are always a good idea. *About DANII Brochures can be sent to you from the foundation.

Use your immediate community

If you are a group of volunteers working to put something on at a school, or a sporting club, or any community group, you may have the first group of people to approach right there – the parents and patrons of the local support group or fellow friends of the DANII Foundation. By inviting them to donate or sponsor, you are not only including them in the event (and highlighting them to their fellow members!), but you may have an established relationship already. Many parents who are business owners, work for bigger companies, or know some great people to contact may be more than willing to take one of your sponsorship packages or letters of request, and put it in the hands of a manager or marketing department who can get in touch with you.

Know what you want

In many cases, businesses and bigger companies aren't able to write a cheque or hand over a wad of bills (however much we would love them to!). Plenty though, can offer you gift cards and vouchers for their store.

If you know exactly what prizes you are looking for, then using gift cards to purchase or part-purchase these items is a fantastic compromise. If you are still unsure what prizes you should be sourcing, these gift cards and/or vouchers may open up some possibilities enabling you to purchase items that can be used for further fundraising!

Methods of Approach

In this day and age, with so many fantastic and worthy charities out there, you need to make your pitch for support stand out. While some make their stationery and paperwork stand out from the crowd, others prefer a '3-step approach'. And of course, a personal visit shows that you care about the relationship you wish to form with the business.

There are many ways to make initial contact with potential supporters. Working within the local community, you may ask parents and patrons in person as you see them over a period of time. Many will ask to take your paperwork with them, and some will already want to be involved if they have a stake in supporting type 1 diabetes.

If you are 'cold calling' (the dreaded form of contact that many shy away from), there are plenty of ways to have it go smoothly for you. If you are making phone calls, you may have a script prepared to overcome your nerves. After a while you won't need a script!

If you are sending emails, be prepared to send PLENTY! These are often ignored, and easily forgotten. Email is much more effective once initial contact has been made and the relationship is established. After sending an email, the key is to then follow-up with a personal phone-call.

The personal touch is always appreciated. Taking the time to visit the potential supporter and chat about how you can partner together is usually the most effective way to secure sponsorship or a donation. While this approach is the most time consuming (and for some the most nerve wracking!), it is the most successful and helps to build relationships.

The '3 step approach' makes cold calling a science:

1. **First step** is a phone call to the business, in which you can introduce yourself and ask to speak to someone who may be able to help you out with a sponsorship request. Very often, this is a manager or marketing officer. (It is no good running your spiel on the front counter staff when they are in no position to make a decision!) When you are able to speak with someone who may be able to help, tell them your story, in brief, concise language. It helps to emphasise why they would be such a perfect partner for your event. Ask them if you could send them some paperwork to follow your conversation. Ask for an email address or a meeting!
2. **Step two** is to get that paperwork to them by whatever means agreed upon. If they have asked you to email it, then do it as soon as you have hung up! If you have a meeting time set up, make sure your documents are in order, and that you fully understand them so you can explain anything they may ask. *You can download a DANII Foundation letterhead to get you started [HERE](#)
3. **Step three** is to follow up after the paperwork has been sent/delivered to the person you spoke with. They are expecting this paperwork, so allowing a few days before follow up should ensure that they have had time to consider your request.

Following these steps, your approach will appear professional, thorough, and genuine. In this task, it helps to have volunteers who can chat easily and truly believe in the cause behind it all.