

The Nonprofit Sponsorship Solicitation Map



IDENTIFY

Identify potential sponsors. Research and evaluate prospects for shared values and alignment.



INTRODUCE

Send an email introduction with your sponsorship brief to your prospect. Share why your event makes good marketing sense. Request a phone or in-person meeting to discuss opportunities.



FOLLOW UP

Follow up by phone at least two times to schedule a phone or in-person meeting.



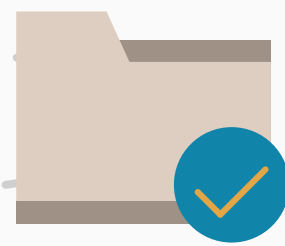
PITCH

Meet with the prospects to pitch sponsorship and learn how you can help the prospect meet their marketing objectives. Discuss levels and benefits.



THANK

Immediately send a thank you email and tell the prospect when you will send a working sponsorship proposal.



PROPOSE

Create a tailored proposal based on what you learned during your meeting. Email it to the prospect for review, and provide a decision deadline.



FOLLOW UP

Follow up by phone or email to answer questions and remind the prospect of the decision deadline.

If the prospect says...



YES

Send a thank you and request a time to talk next steps.



MAYBE

Follow up in 5-7 business days.



NO

Send a thank you and ask for feedback.



Meet the Author

Joe Waters is a Massachusetts based consultant and founder of the blog Selfish Giving. Before starting his own business, he was the director of cause marketing for a Boston hospital. He started their cause marketing program in 2004 and oversaw a team of marketing, sales and event professionals.



Joe has developed and executed campaigns with many local and national companies. Today, he is 100% focused on providing do-gooders, nonprofits and businesses the tools and strategies they need to raise money, build stakeholder loyalty and change the world through cause marketing.



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