

Donations

Thanks each and every one of you for donating your time to help the 2012 Jamboree. Your efforts are so appreciated and directly effect each season with scholarships for kids in need, hockey equipment and keeping costs low for our association. Use these ideas/suggestions as guidelines while out gathering the four key donations: **items, gift cards, advertising, and services**. The best suggestion is to be your self and believe in the organization, enthusiasm is contagious! So go get your business-cute outfits and hit the road!

How Much Time Should I Set Aside?

Each Donation drive is approximately 2 hours, with an additional hour of Dibs time for you to follow up and pick up items. You will want to call on your businesses all within a one week period, so plan additional 15minute to ½ hour time slots for follow up and pickup. This week is a great opportunity to do something amazing for our kids!!

- Plan on calling on 10-20 businesses in about 2 hours - keeping proximity close
- Start with blocks of 2 hours. Come to a donation drive or use your time after work or during the day, weekends, etc.
- For follow up: try to block as many 15 minute to ½ hour windows as you can in the next week to pick up items, meet with owners/managers that were not available during the donation drive.
- Read the Donation drive Business letter and practice summarizing it in about 30 seconds in your own words.

What Should I Plan To Do?

Come prepared to stop into a business and ask for donations of : **items, gift cards, advertising, and services**. Advertising is a key item to explain as it can directly impact the business in gathering new customers. Explain the surrounding area of who is invited to the Donation drive: Wayzata, Orono, Excelsior, Maple Grove, St Louis Park and the Westonka area.

- During the drive, you are going to be assigned an area to call on. Many businesses that didn't donate before do donate in different years (e.g., new management, better job explaining the Jamboree, the amount donated for he year, needs for tax write offs, etc)
- Most donations come from a personally calling on the business.
- We will provide you with Donation drive letters to leave at the business or fill out when you gather your donation. As well as, a call log to write down all businesses called upon during the donation drive.
- Should you need more documents... These sheets are found on the www.westonkahockey.org website under Donation drive Document for businesses and are in both Word and PDF format.
- Make sure to always leave a document with the business, even if the owner/manager is not available the day of the donation drive. This way they will have a chance to look over your document and prepare something for you the next time you stop in.

Should I Visit Businesses In Person? What Do I Say?

Yes, yes, yes. Unless you are great friends/related with the owner, manager, VP, CEO, go in person, go back in person, and pick up in person. Here are some guidelines as to what to say:

- Introduce yourself and the organization
- Ask to speak with the owner or manager (or whoever can give the donation)
 - If owner or manager is unavailable, leave a copy of the letter packet and ask for a couple of times when they will be available. Schedule to come back the same week, when they will be there.
 - If you are really in a bind, you can follow up with a phone call. But in person will definitely strengthen your chance of landing that donation.
- Explain how their donation is used by the organization: e.g., scholarships, equipment, overall costs
- We invite approximately 30 teams to our Jamboree consisting of teams from:

- Mound/Westonka, Orono, Wayzata, Long Lake, Waconia, Chaska, Chanhausen, St Louis Park,
- Explain the benefits to their businesses by donating/sponsoring (even though this is in the letter – you should summarize for them)
- Ask what they would like to donate (first let them decide what would be appropriate)
- Fill out the form and your call log and turn it in to the donation coordinator ASAP (they has a ton of work ahead of her entering all donations and the silent auction)
- If you need to schedule a time to pick the item up, have the person still fill out the form to commit to the item(s)
- If the business would like a gift certificate for services we can make those and will email them a copy once complete.
- If the business would like flyers or cards placed beside their donation, we can accommodate.
- Explain benefits of advertising (even if the business donates items, services and/or gift cards) explain the benefits of advertising with our organization.
- Thank them, and let them know not only you, but those in the community love doing business when they know that business supports our hockey community. (you probably don't want to say that if they didn't donate ☺)

Do I have to fill out the Call Sheet?

Please, please, please fill out the call sheet (a great way to cheat is to grab a business card and just write in the name of the business – make sure to give the silent the card). Besides the name of the Business it is critical to get the name of the decision maker (owner/manager) and a description of the item. If you need to call on this business again, it is so helpful to have a quick note about what you talked about previously with the business (e.g, would like to follow up on Tuesday around 8:00 or owner available Monday at 3:00 or pick up after Thursday)

What If They Say No?

Great, hey if you can get even one donation – that is 100% pure profit for the Jamboree. Businesses are going to decline, you are still doing great. AND KEEP GOING!!! You could have 5 places say no and the next 10 say yes – so do not get discouraged. That is why a block of time is a great way to think about it. You are giving 3 hours to your kids and the kids in your community – How awesome are you!

Even if they say no, make sure you thank them and be especially polite. That manager could work somewhere else next year and say yes, or the business may be able to say yes next year.

What Are the Deadlines?

We are shooting for a one week time frame. You will want to make sure you speak with owner/manager and have a decision within a week of gathering donations. The reason why, you ask: after that amount of time the manager/owner may move on to another organization or forget about it and need to be fully reminded again. Getting the business to commit to a donation is huge, once you have the commitment it can take a bit longer to pick up items, but you could be able to have your call log complete in a one week time period.

What if I can't attend can I still call on businesses?

Yes. Work with the donations leader to determine an area you can call on. Soft contacts are the easiest donations to gather. If you know someone at an organization or know of someone who does, contact that person first. Asking for donations from businesses you frequent are easier donations to gather. But, most donations come from new contacts:

- The donation coordinator will provide you with a list of contacts or a general area to call on. Many businesses that didn't donate before do donate in different years (e.g., new management, better job explaining the Jamboree, the amount donated for he year, needs for tax write offs, etc)
- Most donations will come from a personally calling on the business, so map out where you are going before you go out to use your time gathering donations instead of driving from one city to the next.
- Print off 20 or more letters with the donation/sponsor sheets to leave when managers/owners are not available. These sheets are found on the www.westonkahockey.org website under Donation Document for businesses and are in both Word and PDF format.