

Starlings

VOLLEYBALL, USA



Guidelines & Recommendations for

FUNDRAISING SPONSORSHIPS & GRANTS

2021 - 2022

Directors,

We hope this document will assist you in finding the right fundraising programs for your Club and help successfully navigate you through the beginning steps of fundraising.

There are so many opportunities right in your own community to provide funding for organizations like Starlings. Sharing the Starlings mission and vision is a compelling motivation that will build relationships with donors.

We've included some tools to help get you started, and we are here to support you in any way we can.

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ALL CONTENT INCLUDED IN THIS DOCUMENT CAN BE FOUND AT
WWW.STARLINGS.ORG/FUNDRAISINGSUPPORT

LET'S GET STARTED

with a few basic fundraising options



SPORTS NIGHT OUT

Find a restaurant that wants to support your club for one night. That means they will donate between 5% and 20% of their income to you.



OFFER UNIQUE PRIZES

If you're looking for creative fundraising ideas, you may want to consider offering unique prizes. Provide rewards to your supporters as an incentive to donate.



TEAM CAR WASH

Find a car wash that agrees to let your team wash the cars for a day. The car wash could sponsor your club in return, as they will get a lot of visibility



PEER-TO-PEER CAMPAIGNS

With easily shareable peer-to-peer fundraising pages that Starlings can help provide, family members, local businesses and donors alike will be able to easily spread the word about your fundraising campaign!

Remember the "Ice Bucket Challenge?"

Example: "Viral Video Challenge"

Challenge supporters to complete a specific action that represents your club (like pepper). Then, they'll record a short video or snap a quick pic and will tag 3 or so friends to participate. Those who accept the challenge only have to donate a small gift; those who don't have to donate even more! The cycle continues as they tag the next 3 challengers.



HOST AN -A-THON!

Most of us are familiar with walkathons, but why not put your own spin on it? For one of the more interesting sports fundraising ideas, you can tailor-make an event that fits your cause and team, find a venue, plan, the details, pick a day and time, and ask participants to secure pledges. If people don't want to pledge a certain amount, give them the option of a flat-fee donation.

Sponsorships 101

What is Sponsorship?

Corporate sponsorship support is a payment by a business to a nonprofit to further the nonprofit's mission

Why do corporations sponsor nonprofits?



Brand Awareness

Sponsoring a nonprofit organization can help increase brand awareness of a business. While sponsoring a nonprofit event might not bring in immediate business, it can help consumers associate a brand name with a specific cause. Additionally, corporate sponsorships put brand names in front of new audiences that might be outside of the company's typical profile.



Corporate Reputation

Corporate sponsorships can have a major impact on a corporation's overall reputation with employees, consumers, and other organizations. These types of partnerships align organizations with philanthropic causes, and audiences may now associate the brand with both a general sense of social good as well as the charitable cause itself. More than 75% of millennial employees would prefer to work with a corporation that is actively involved in charitable giving.



Financial Incentives

One benefit of nonprofit sponsorships for corporations is potential tax incentives. Many corporations engage in sponsorships and donations in part because of the corporate tax breaks that are available. Participating in corporate sponsorship relationships with nonprofits by providing volunteers, supplies, or auction items, for example, can lead to other incentives or eligibility for grants, awards, and corporate status'.

It's a WIN-WIN!



For the Non-Profit

- Increase exposure and awareness
- Acquire new supporters
- Legitimize our brand



For the Corporation

- Improve brand perception
- Attract new customers
- Increase employee satisfaction



Financial Support

- Large donation
- Matching campaign
- Event specific donation



In-Kind Donations

- Contributions of goods, services or expertise



Employee Giving

- Payroll deductions
- Peer-to-peer fundraising
- Volunteer programs



Find the Right Partner

Shared Values

- Shared values are vital for a successful partnership
- Business practices and values should align with your own
- A bad match can tarnish your reputation

Establish a Connection

- Does your cause relate to the corporation's product or service?
- Do your founding stories relate?
- Is there a similar voice or target audience?

Get Your Foot in the Door

- Identify personal contacts who can introduce you
- Find the decision maker
- Schedule a time to connect

Make
the
Pitch



- 1 Prepare, don't memorize** Demonstrate confidence & enthusiasm
- 2 Establish a connection** Grab their attention with "why you're perfect" kit
- 3 Acknowledge priorities** Ask about their corporate objectives
- 4 Follow up** Send a thank you and initiate next steps
- 5 Propose a plan** Outline campaign initiatives

ACTION ITEMS



#1. CREATE A SPONSORSHIP LETTER TEMPLATE

Create a sponsorship letter template that allows you to make a connection between your nonprofit, the corporate brand, and the impact their sponsorship can make. Clearly outline the tangible benefits that your partnership can provide to sponsors and try to propose as structured a plan as possible. However, when so many of these letters are coming through a corporation, nonprofits must be able to get to the point quickly and build a connection between the corporation and their philanthropic cause.



#2. OFFER DIFFERENT INCENTIVES

While most corporate sponsors have their own reasons for wanting to align themselves with a nonprofit cause, sometimes they need an incentive to encourage them to take that first step. If you're hosting a 5K, gala, golf outing, or another type of event, offer free tickets to your sponsors. Think about your mission and your prospective sponsor. What unique benefits can you offer them that will really catch their attention.



#3. TALK TO FRIENDS, FAMILY & OTHER PEERS

Social proof is a huge motivator in today's charitable world, and it also impacts corporate sponsorships. People and businesses give to those they know, and the causes their connections support. Post on LinkedIn, Facebook, and other social media sites to gauge interest from your peer circle. Talk to top volunteers, donors, and employees about who they know and create a connections network.



#4. CREATE A LIST OF LOCAL/REGIONAL BUSINESSES

Map these back to your connections network to see if you have easy targets and where your connections are in the community.



#5. GAIN THEIR ATTENTION

Reach out via email, phone, or through a personal connection. Lead with your mission, create an emotional connection, and emphasize the value a corporation stands to gain by partnering with your nonprofit.



#6. PROVIDE MARKETING MATERIAL

Give your sponsors the logos, messaging, and creative tools they need to promote their involvement with your organization in their marketing materials and on their websites.

Grants 101

What is a Grant?

A grant is a cash contribution, gift, or subsidy bestowed by an organization or government entity (GRANTOR) for specified purposes to an eligible recipient (GRANTEE).

ACTION ITEMS



STEP 1: Set a Goal

Before researching grant options identify the problem/goal area for the funding



STEP 2: Research

Search for relevant grant opportunities. Consider the following types of funders:

- Private foundations or donors
- Corporate foundations or businesses
- Government Agencies; local, state or Federal



STEP 3: Confirm Eligibility

Determine if the proposed project fits with the funder's requirements

- Confirm there is a fit between your organization and that of the funder
- Confirm that you meet the eligibility criteria



STEP 4: Meet

Consider a meeting with your funding source



STEP 5: Create Project Outline

- Outline the vision and mission of the project
- State the objectives of your project



STEP 6: Create a Project Budget

Sources for Nonprofit Grants

FIRST, THINK LOCAL!



Reach out to:

- City Council Member
- Dept. of Human Resources
- Dept. of Health & Human Services
- Dept. of Education
- Local Gov Websites

Tip: Choose the department that most closely relates to Starlings' mission

Candid.



CANDID.ORG

An online source for grants available through private foundations, corporate foundations, and other nonprofits.

GOOGLE.ORG

\$1 billion in funds will be given out over the next 5 years!

Listed on their Google Impact Challenge page

GRANTS.GOV

An online database of US Government Grants.

DONATION REQUEST TEMPLATE



Date

Recipients Name

Street Address

City, State Zip

Dear _____,

I am writing on behalf of Starlings _____, an organization that is working to ***“positively impact the lives of at-risk girls through the sport of volleyball”***.

With your donation, young volleyball players in our community, who would not otherwise have the opportunity, are able to train and compete in the sport of volleyball. Most importantly, these kids receive the benefits of character building and personal support given through the Starlings program.

You can make a real difference in the lives of these youth.

Please feel free to contact me at _____ if you would like more information about our Starlings program.

With much gratitude,

SPONSORSHIP REQUEST TEMPLATE



Date

Name

Organization Name

Street Address

City, State Zip

Dear _____,

I am writing on behalf of Starlings _____, an organization that is working to ***“positively impact the lives of at-risk girls through the sport of volleyball”***.

The Starlings program provides young volleyball players in our community, who would not otherwise have the opportunity, the ability to train and compete in the sport of volleyball. Most importantly, these kids receive the benefits of character building and personal support given through the Starlings program.

As a sponsor/partner, *“organization name”* can make a real difference in the lives of these youth. In return, we would feature your company as our sponsor during events and on our website. This would help your organization gain exposure among parents and our broader community.

Your contribution would help us fund uniforms, gym time, equipment and much more. We would love to start a partnership with you at any level!

Please feel free to contact me at _____ if you would like more information about our Starlings program.

With much gratitude,
