



Going Beyond Grants: Major Donors

Legacies, Corporate Support & Sponsorship, Trading & Events



Lesson 3.3 Increasing Corporate Involvement

Purpose: We will look at a successful corporate sponsorship approach from a small charity used to attract commercial sponsorship from Corporate bodies for an event. This example will help you with your own layout and future approach.

Task: Read each of the course materials for this lesson and participate in Discussion Board Topic below.

Good Example of an Initial Letter to Head Office of a National Business

The letter on page 3 (NB not included in sample lesson) led to a joint meeting with the key person and Corporate Social Responsibility Manager and a £5000 gift;

-  A similar letter to Vauxhall was referred to their Employees Committee who gave a donation and visited the group.
-  Morgan Sindall (builders) have built and equipped a superb sensory room for the children as a "Gift in Kind".

DISCUSSION BOARD TOPIC – Your Corporate Pitch

Using the techniques you have learnt throughout Module 3, create a short but high impact introduction to your charity and what you have to offer a corporate sponsor using one of the following scenarios:

OPTION 1: If you found yourself in a lift with Bill Gates what would you say (in 60 seconds or less) to secure his interest before the lift arrives at his floor?

OPTION 2: How would you respond (in 140 characters or less) to this tweet from Hugh Jackman (an Australian Actor) in April 2009:

"I will donate 100K to one individual's favorite non-profit organization. Of course, you must convince me why by using 140 characters or less."