



Raising money takes time—and a lot of planning. Before you jump right in and present your case, make sure you and your club are prepared.

BEFORE THE EVENT

___ **Create a budget.** Figure out how much you and your club are willing to pay. Then decide how much you will have to raise through fundraising projects or sponsorships.

___ **Start a fundraising plan.** Let sponsors know how you will raise part of the money on your own. Many sponsors will be more likely to support you if you put some effort into fundraising too. Check out Page 7 for fundraising ideas and tools to help you make a budget and delegate responsibilities.

___ **Do your research.** Learn as much as you can about the event you're interested in before you start talking to potential sponsors. You won't be stumped if they ask you questions.

___ **Serve their needs.** When you talk or write to potential sponsors, let them know how they—and their community—can benefit from investing in you. If you're headed to a leadership conference like Key Leader, tell them how you will use your new leadership skills. If you're planning to attend district or international convention, let sponsors know you will come back with service project ideas you can collaborate on.

___ **Make your case.** Schedule time in advance (at least two weeks) to present at a Kiwanis meeting or talk with a potential sponsor. Use the talking points included in this toolkit (Page 4) and PowerPoint presentation template (which can be found under "Event sponsorship toolkit" at www.keyclub.org/events) as a starting point.

DURING THE EVENT

___ **Keep sponsors in the loop.** Update your sponsors about your experience. Give them a short phone call, mail out a postcard or, if you have internet access, send them an email. Let them know how much fun you're having and what you've learned so far.

AFTER THE EVENT

___ **Bring it back home.** Schedule a follow-up presentation for your sponsors. With pictures, PowerPoint slides, short personal memoirs or videos, show sponsors how much the experience meant to you.

___ **Express your thanks.** Thank your sponsors with a handwritten thank-you card, note or letter (see our thank-you letter template on Page 12).