



# Event sponsorship toolkit

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## Get sponsored!

As an Aktion Club member or volunteer, you have opportunities to develop your leadership, meet other adults with disabilities from around the world and learn how you can make a difference—all at the Aktion Club leadership conferences and events. Some of those events, such as the annual Training and Leadership Conference (TLC), require fees to cover registration, travel, food and entertainment.

The good news is that you don't have to pay all of those fees yourself. **Try the one-third concept: Fundraise one-third of the cost yourself; ask your Aktion Club to pay or fundraise another one-third and talk to your sponsoring Kiwanis club or local businesses about supporting the rest.**

Not sure where to start? This event sponsorship toolkit will guide you and your club through making a fundraising plan, asking other organizations for financial support, thanking those who give you financial aid and more.

You'll find:

- A **checklist** to keep you on track while you're searching for sponsors
- **Talking points** and a **PowerPoint presentation template** you can use when you talk to potential sponsors
- A **sample letter** you can use to ask businesses and Kiwanians to sponsor you
- A **fundraising guide** with project ideas big and small
- A **fundraiser planning form** with a publicity checklist and tools to chart your profits
- A **sample thank-you letter** to send to sponsors after you return from your Aktion Club event

Let's get started!



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## Stay on track

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, 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](http://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.



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## 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).



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## Talking points

Speak confidently. Include these talking points in your presentation or meeting with sponsors who might be unfamiliar with Aktion Club.

### **What is Aktion Club?**

Aktion Club is the fastest growing service program for adults with disabilities. It's a member-led organization that teaches leadership through service to others. More than 12,000 members worldwide in 14 nations develop themselves as servant leaders while building their communities.

### **What is its impact on the community?**

Aktion Club members serve their communities in many ways, such as cleaning up parks, collecting clothing and organizing food drives. Aktion Clubs also collaborate with Sleeping Children Around the World to raise money for bedkits for children in underdeveloped countries.

Aktion Clubs' service also has an international reach. Members participate in The Eliminate Project: Kiwanis eliminating maternal and neonatal tetanus, a partnership with UNICEF that aims to eliminate a devastating disease that kills one baby every nine seconds.

### **Why should I sponsor you to attend this event?**

Aktion Club members like me learn leadership skills by running meetings, planning projects and holding elected leadership positions at the club level. With your sponsorship, I will be able to bring information and resources about service and teamwork back home to share with other club members and improve my community.

### **What can my organization/business expect in return from our investment?**

When I return from this event, I will have new ideas about how to make our community better. I would love to talk with you about how my Aktion Club can collaborate with you on future civic and fundraising projects.



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## Request letter template

[INSERT DATE]

Dear [INSERT POTENTIAL SPONSOR NAME]:

My name is [YOUR NAME], and I am a member of the Aktion Club of [YOUR CLUB NAME]. I have a great opportunity to attend The Aktion Club Training and Leadership Conference {Event Name} in [LOCATION], [DATE].

[WHAT YOU PLAN TO DO AND LEARN WHILE AT EVENT]

But I need your help to get there. Before I can attend [EVENT NAME], I need to raise enough money to help pay for my registration, lodging, meals and other expenses.

I don't expect you to provide all those funds. Aktion Club encourages members to contribute one third of the costs themselves before asking their Aktion Club to fund another third. Then we ask [OUR SPONSORING KIWANIS CLUB/LOCAL BUSINESSES] to help fund the final third.

In order to attend [EVENT NAME], I still need \$[AMOUNT]. If you can't give that much, consider a smaller donation. Anything will help!

Please mail your donation check to me at the address below, or, if you'd prefer, I can meet you during one of our club meetings at [YOUR CLUB LOCATION NAME] to collect the money and thank you for your support. I will follow up with you within two weeks of receiving your donation.

My registration deadline is [DATE]. Please let me know if you'll be able to support my trip by that time.

After [EVENT NAME], I'd be happy to follow up with a report on my experiences. Thank you for supporting me and my Aktion Club!

Sincerely,  
[SIGNATURE]



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[NAME]

[ADDRESS]

## Sample request letter

April 7, 2012

Dear Happy Hills Kiwanis Club:

My name is Sally Studebaker, and I am a member of the Aktion Club of Happy Hills. I have a great opportunity to attend the 2012 Aktion Club Training and Leadership Conference in New Orleans, LA, June 27-30.

At the Training and Leadership Conference, I will develop my leadership skills in informational workshops, be motivated by inspirational speakers, interact with other Aktion Club members from around the world and participate in service projects. I plan to bring back ideas and resources that my club can use to make our community better.

But I need your help to get there. Before I can attend the 2012 Aktion Club Training and Leadership Conference, I need to raise enough money to help pay for my registration, lodging, meals and other expenses.

I don't expect you to provide all those funds. Aktion Club encourages members to contribute one third of the costs themselves before asking their Aktion Club to fund another third. Then we ask our sponsoring Kiwanis clubs to fund the final third.

In order to attend the convention, I still need \$200. If your club can't give that much, consider a smaller donation. Anything will help!

Please mail your donation check to me at the address below, or, if you'd prefer, I can meet you during one of our club meetings at Happy Hills to collect the money and thank you for your support. I will follow up with you within two weeks of receiving your donation.

My registration deadline is June 1. Please let me know if you'll be able to support my trip by that time. After convention, I'll be happy to follow up with a report on my experiences. Thank you for supporting me and my Aktion Club!

Sincerely,

Sally Studebaker

1234 Hillside Lane

Happy Hills, Indiana 46256



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## Fundraising guide

Sometimes it's easy to get in a rut and do the same fundraisers over and over. But it's also easy to start something new. To spark your creativity, check out a list of successful fundraisers other Kiwanis-family clubs have done. Team up with your friends or your Aktion Club to try out one of them, or come up with your own ideas. Designate how much of the project's proceeds you and other fundraiser participants will be able to add to your individual fundraising efforts. Your club will receive the rest.

Once you've decided on a fundraising idea, turn to the **fundraiser planning form** on Page 9 for more tools to keep you organized and on track.

### Simple sales

Excellent food fundraisers are about more than just a booth of home-baked goods. Successful events often involve the community. For example, try hosting a chili contest, or ask local restaurants to pitch in for your next bake-off.

**Dinner night out:** Ask local restaurants to donate a percentage of one day's proceeds to your club. Create and pass out a flyer to students, faculty and neighbors that list the date, location and some brief information about what your Aktion Club does. Possible restaurants include popular chains like Noodles and Co., Panera Bread and Buffalo Wild Wings or locally run cafés and burger joints.

**Pancake breakfast:** Organize a community or school-wide pancake breakfast. It's fun, it's cheap—and it's a great way to involve Kiwanians and other Kiwanis-family members. Want some bonus funds? Create placemats for each customer with ads from local businesses on them. The money from selling ads could help pay for pancake batter and event space.

**Funds by the slice:** Host a "best cheese" pizza competition. Invite pizza restaurants to provide pizzas, and publicize the event in your community. Attendees pay for each slice they wish to sample and vote on. Announce the top three winners at the end of the night.



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## **Individual ideas**

Looking for ideas you can do yourself or with a friend or two? Here are some ways to raise money easily in a small group.

**Handy-dandy helpers:** Offer to do yard work or odd jobs for family members, neighbors and Kiwanians you trust. You could rake, sweep, dust, paint, garden and clean for donations.

**Clean-up crew:** Talk to your local school's athletic office to see if clean-up crews are needed after sporting events. Ask if you and your friends can help clean for donations.

## **Excellent entertainment**

Hosting elaborate fundraisers such as silent auctions and benefit concerts requires a lot of time and work, but big events can bring in big money. The key: organization. Make a schedule and get every member involved.

**Aktion Club's got talent:** Recruit friends and acquaintances to perform in a talent show. Be sure to charge admission. If possible, invite a well-known act to help draw a larger audience. Ask area businesses to donate prizes and transform the talent show into a competition.

**Flowers for grads:** Work with a local florist to purchase flowers from a wholesaler. Make your own bouquets and sell them at your local school's graduation ceremony. Get more business by handing out order forms to parents two weeks before graduation.

**Competitive spirit:** Host a sports tournament. Choose a specific sport, date and location. If it's a team sport, advertise for people to register in teams. Ask businesses to sponsor the tournament or donate a grand prize. Sell drinks and snacks during the event.

**Parents' night out:** Give parents the night off by creating an evening of food, games and fun for their young children. Gather chaperones, set a location and fee, and get ready for face painting, craft-making and story-time.





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## Fundraiser planning form

Once your club has decided on a project, fill out this project planning form. Make sure to fill it out at least two weeks before your fundraiser so the planning committee has enough time to coordinate project details.

### Basic information

Committee responsible for project:

Title of project and brief description:

Purpose of project:

Date/time of project:

Location of project:

List resources needed for project (people, money, expertise, etc.):

### Publicity checklist

Specify the tasks that need to be accomplished, the member responsible for each task and the task's deadline.



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## **Flyers, table tents**

Person in charge:

Deadline:

## **Newspaper ads**

Person in charge:

Deadline:

## **Posters**

Person in charge:

Deadline:

## **Brochures**

Person in charge:

Deadline:

## **Banners**

Person in charge:

Deadline:

## **Radio announcements**

Person in charge:

Deadline:

## **Press releases**

Person in charge:

Deadline:

## **Photographer**

Person in charge:

Deadline:

## **Open letter to faculty, students, administration, community groups**

Person in charge:

Deadline:

## **Blackboard chalking**

Person in charge:

Deadline:

## **Wall display**

Person in charge:

Deadline:

## **Other (fill in)**

Person in charge:

Deadline:

## **PROJECT BUDGET WORKSHEET**



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## Income

\_\_\_\_\_ Fundraising money  
\_\_\_\_\_ Allocation from club budget  
\_\_\_\_\_ Co-sponsorship income  
\_\_\_\_\_ Food or clothing sales  
\_\_\_\_\_ Other  
\_\_\_\_\_ **Total income**

## Expenses

\_\_\_\_\_ Program materials  
\_\_\_\_\_ Presenter's fee  
\_\_\_\_\_ Publicity  
\_\_\_\_\_ Travel  
\_\_\_\_\_ Postage  
\_\_\_\_\_ Housing  
\_\_\_\_\_ Food  
\_\_\_\_\_ Rentals  
\_\_\_\_\_ Awards, certificates  
\_\_\_\_\_ Other  
\_\_\_\_\_ **Total expenses**

INCOME – EXPENSES = NET PROFIT or NET LOSS

\_\_\_\_\_ **Net profit or loss**



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## Sample thank-you letter

April 7, 2012

Dear Happy Hills Kiwanis Club,

Thanks to your support, I was able to attend the 2012 Aktion Club Training and Leadership Conference in New Orleans, LA, June 27-30. It was a fantastic experience I'll never forget!

I had the opportunity to develop my leadership skills, meet other service-minded people and get motivation to do more for the world around me. Some of my favorite moments were ... And I was extremely inspired by the keynote speaker, Christopher de Vinck, author of, *The Power of the Powerless*, who was this year's motivational speaker.

None of this would have been possible without your generosity. Thank you again for your help.

I would love to speak at one of your club meetings about my experience at the Training and Leadership Conference. I look forward to hearing from you—and hopefully working together with you on service projects in the future.

Sincerely,

Sally Studebaker  
1234 Hillside Lane  
Happy Hills, Indiana 46256