

COLTS MEMBER SPONSORSHIP PROGRAM

Dear Colts Member,

The Colts Sponsorship Program is an excellent opportunity for you to raise some or all of your fees. Many members use this program, and with a strong effort, it is possible to raise all of your fees through the support of others. 100% of the sponsorships you raise go toward your fees. Please make certain the slip is returned to us with their donation so we can give proper credit to the donor and to your account.

Enclosed are letters you can share with potential donors. Make as many copies as you need, or find the color PDF of the sponsor form on our website: www.colts.org/documents.asp, along with a great sample letter from a member.

SOME SUGGESTIONS

- Focus on businesses, clubs or individuals in your local community that would have affinity for what you are doing or for you personally. Organizations like Lions Club, Rotary, Kiwanis, and Optimists Clubs operate to support causes such as the Colts and are good prospects.
- Call on businesses your family works with, such as your insurance agent, grocery, bank, car dealer, doctor, dentist, veterinarian, etc.
- Write your own letter to supplement the letter we provide. Many letters can simply be mailed.
- Meet with your best prospects personally. Research the business and find out the names of the owners and managers. Make an appointment to share a few minutes with the owner/manager. On the day of the appointment, be prepared with your materials and by knowing something about their business or organization. Keep your presentation brief and be on time. Dress neatly! Dress slacks, dress shirt or blouse, and clean shoes. Introduce yourself with a firm handshake and eye contact.
- Focus on the desired outcome as a manner to counter any nerves. Remember, she or he wants to meet with you. The worst that can happen is they say no, and you are no further behind than if you didn't meet with them. Regardless of the outcome, always thank the person for their time.
- Send a thank you card, regardless of the outcome. *Preferably, mail the thank you the same day* as your meeting so they get it the next day. Many times, it's the thank you that may get you support, and not the original appointment!
- Contact the Colts office with questions at (563) 582-4872 or email to colts@colts.org. Keep in touch with us to find out which donations have come in
- Any donation you receive should be followed by a personal thank you from you. Consider this essential for future support.

Good luck!