

»»» CLUB FUNDING ACTION PLAN Example Plan

Use this worksheet to establish your funding plan. You'll be registered and running in no time!

\$750 (50 kids)

Total Amount Needed for Club (# of runners x \$15)

\$225 (15 kids)

Amount (to be) Collected from Participants

If some runners can afford to pay their \$15 then collect those funds toward your total cost.

\$150 (bake sale)

Amount (to be) Collected from DIY Fundraising

Traditional fundraising via bake sales, car washes, or the PTA or Principals budget can help!

\$375 left!

Amount Needed from Local Sponsorship

Now let's get to work figuring out what you need from outside sources!

»»» DECIDING YOUR SPONSORSHIP PACKAGES

You can choose to seek all your sponsorship needs from a single business or aim to find several businesses willing to invest smaller amounts or some combination of both. This is your plan! Investments can range from \$100-\$1000 depending on the benefits you're willing and able to provide.

\$375

Amount Needed from Local Sponsorship(s)

My goal is

2

sponsor(s) willing to invest

\$200

each.

I'll have a little \$\$ left for snacks!

»»» 1 WEEK PLAN TO RAISE YOUR GOAL

Day 1 //
CREATE A PROSPECT LIST
 Good targets include:
 + Fitness facilities (gyms, studios)
 + Your local running club
 + Athletic retailers (locally owned!)
 + Car dealerships
 + Medical/Dental (pediatric dentists, otho, pediatricians, urgent cares)
 + Kid-friendly businesses (entertainment, restaurants)
 + Banks and Credit Unions

Day 2 //
FIND THE RIGHT CONTACT
 Who in your network owns or works at any of these places? Ask them for the business manager or marketing person's info. Or go to their Facebook page and message them asking for the right person.

Day 3 //
WHAT TO OFFER SPONSORS
 Setting your benefits is critical to getting businesses to see the value in investing in your club. Use the flyer titled "Levels & Benefits" for this or as a guide. Be flexible too. If your prospect is interested in something not listed then discuss it and adapt!

Day 4 //
PRACTICE!!!
 Companies are often eager to invest in their community. Spend some time thinking about the most important things you want to say to a prospect. They'll want to hear how this can positively impact their awareness, sales, or foot traffic. Familiarize yourself with your materials and go in confident!

Day 5 //
GET A MEETING
 Using your network to access the right people is the best plan. Simply ask for a call or face to face meeting to share your sponsorship opportunity.

Cold outreach still works! Call or email your prospect list with a brief intro and request for a 1-on-1 meeting later. Dropping off info in person and asking for a meeting time can work well too. Don't get discouraged, it usually takes a few follow-up emails or calls to get through.

Day 6 //
AGREE AND NEXT STEPS
 Set a plan to deliver on your benefits and keep the sponsor informed about your club's progress! Happy running!