CLUB FUNDING ACTION PLAN  Example Plan
Use this worksheet to establish your funding plan. You’ll be registered and running in no time!

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

- $750 (50 kids)

**Amount (to be) Collected from Participants**

- $225 (15 kids)

**Amount (to be) Collected from DIY Fundraising**

- $150 (bake sale)

**Amount Needed from Local Sponsorship**

- $375 left!

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 [ ] sponsor(s) willing to invest [ ] each.

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!