

Tip\$ and Treasure\$ Weekly

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Announcements

Register NOW for the next Table Topics session:

Generating Resources to Support Volunteer Engagement During Tight Economic Times

(for session details see the Workshop section to the right)

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United Way  
Thurston County's  
2009 Community  
Assessment Report

## Top Ten Steps to Successful Sponsorship Development

Whether it be for annual operating expense or event support, corporate sponsorship can be an integral part of your organization's annual fund development plan.

Can you raise money through sponsorship in these economic times? Yes, you CAN, with the proper approach and due diligence.

Even before identifying prospective sponsors you must embrace the fact that unlike individual donors their motivation is not usually altruistic. Sponsorship is a business relationship between the corporation and the nonprofit, and they DO expect a return on their investment.

One must also accept the fact that sponsorship development is a year-round effort. Looking for sponsors two months before an event is an exercise in futility and unfair to the prospective sponsor.

Here are my Top Ten Steps to a Successful Sponsorship Development Program:

1. Develop a committee of sponsorship volunteers who will work year-round under the direction of the Event

is available to download at:  
[www.unitedway-thurston.org](http://www.unitedway-thurston.org).

For more information, please contact Executive Director Pam Toal at 943-2773 x 10 or [ptotal@unitedway-thurston.org](mailto:ptotal@unitedway-thurston.org).

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Have you visited the [NPS Blog](#)?????

Coordinator or Fund Development Manager.

2. Determine who your audience is & match that audience to the interest of prospective sponsors.
3. Create a prospective sponsor list early in the planning process.
4. Set sponsorship levels based on the promotional value to the sponsor.
5. Determine deadlines for commitments (this should be part of the entire event timeline.)
6. Don't overlook the importance of the connection between marketing your organization and sponsorship development.
7. Develop an informative sponsorship packet and make initial & follow-up contacts.
8. Honor all sponsor recognition commitments without exception.
9. Continually cultivate relationships with sponsors and non-sponsors.
10. Don't turn down offers of support without due process.

Suzann Stahl
NonProfit Solutions NW

Our Clients Get Results!

Call on us for:

- visionary, accountable boards of directors.
- creating real, deliberate, discernible change.
- sustainable, diverse funding streams.
- trusting, productive meeting environments.
- long-term, quality staff

Workshops, Events, Seminars and More!
(listed in order of event occurrence)

Generating Resources to Support Volunteer Engagement During Tight Economic Times
For Executive Directors and Volunteer Program Leaders

Join volunteer management and development expert, Betty Stallings, in a lively discussion on how to look at the challenges of generating resources to support volunteer programs, the crucial mindset needed to raise funds, how to develop an internal case to support volunteer involvement and the external case to convince funders to support your crucial volunteer engagement.

WHEN: Wednesday, June 17th, 11:30 AM TO 1:00 PM

- relationships.
- higher visibility in your community.
- an open and responsible organizational culture.
- making the sum of the parts work for the whole.

WHERE: Lacey Community Center
6729 Pacific Ave SE Olympia, WA 98503
COST: \$25 Includes Lunch

To register call NonProfit Solutions
NW NOW 360.866.3638

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2009 Northwest Development Officers Association  
Spring Conference

Fundraising in Changing Times

WHEN: Thursday, June 25, 2009, 7:30 a.m. - 4:00 p.m.

WHERE: Washington State Convention & Trade Center,  
Seattle, WA

Register for the confernece online at [www.ndoa.org](http://www.ndoa.org) or by  
mail at NDOA, 2150 N. 107th Street Ste 205, Seattle, WA  
98133-9009

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Send your open position announcements  
[admin@nonprofitsolutionsnw.com](mailto:admin@nonprofitsolutionsnw.com) to be included in  
upcoming publications.

Here are a few of our favorite websites for nonprofit job  
searching:

[Philanthropy Northwest](#)  
[Chronicle of Philanthropy](#)  
[Go2WorkSource.com](#)

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[The Olympian's CareerBuilder](#)

[The NonProfit Times](#)

Contact Information

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Let us know if you have others!

### Quote of the Day

Action is the antidote to despair.

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Joan Baez

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