

## Seeking Team-Level YES! Sponsorships



- 1. Targeting the right entity/business saves time.** It sounds obvious, but approaching the right entity makes all the difference. Make sure that they will have an interest in YES! – supporting your action project, a community event, your team fees, etc. They may appreciate YES! for different reasons such as it's climate/energy, agriculture, or waste reduction focuses or they may be most interested in the skills you learn as students.
- 2. Ask yourself: what will they be most interested in?** If they are looking for contact with students then offer opportunities to come in and meet students face-to-face. Perhaps they have some expertise your team could benefit from. If they want to promote their brand, then offer to splash their name on your YES! action project. If they are looking for ways to educate students about their work, invite them to participate in a workshop or community event in partnership with your team. Remember sponsorships come in many forms so don't just look for money, especially when first building a connection.
- 3. Don't be afraid to be creative.** Think outside the box and ask them to sponsor more unusual things. You might want to take advantage of services or goods they can offer, rather than outright funds. If you look like you'll be offering something different, the more intrigued they will be.
- 4. Contact the company first** and try and wrangle yourself the details of someone you can contact directly. Think about giving them a short phone call before emailing, quickly introducing your YES! team and asking if you can visit to provide them with more information.
- 5. Keep Emails/Letters Concise.** No one is going to read through lengthy text. They only want to spend a few seconds on your email, letter, or outreach flyer. Tailor it to the entity and perhaps provide a snappy bullet point list of how sponsoring YES! is going to help them.
- 6. They are likely to be very busy, so be wary of that.** Nevertheless, try to arrange a telephone meeting or even a face-to-face meeting. Before the meeting, draw up a plan of what you want to get out of the company and be prepared to address what they might want from you.
- 7. Be confident and prepared.** Doing your homework about an entity before you approach them will help you have a plan for approaching them and help you be more confident.

Additional funding tools are available in the Coaches Corner at [www.yesmn.org](http://www.yesmn.org).