

Ferradermis Cold Call Guide for Potential Sponsors

Step 1: Call and Introduce Yourself

Hi, I am with Whitewater High School's Robotics Team and I was wondering if I could talk to someone about a potential sponsorship of our team?

<p>If no... Ask if there is a better time to call back and make note of it in team documentation</p>	<p>If yes... Hi, I am (your first name) and I am a member of Whitewater High School's Robotics Team and I would love to discuss if your (business/company/you(if individual)) would be willing to sponsor our team (through a monetary or material donation).</p>
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Step 2: Tell them about the team

<p>Examples:</p> <ul style="list-style-type: none"> • We are looking to fundraise \$... for our 20XX Season • We have qualified and competed in the World Championship in 2018 and 2019 • We give presentations to community groups and volunteer at community events • What they get out of the sponsorship (logo on t-shirt, on webpage, etc.)
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Step 3: Ask them some questions

<p>Examples:</p> <ul style="list-style-type: none"> • What kind of community outreach does your company usually do? • Have you worked with other organizations within the community before? <p>Tie this into what the team does and what we can provide for their company ("We participate in events around our community as well, and by becoming a sponsor, your company's logo could be featured on our robot/T-Shirts/promotional signs/ect. that we display at these events!")</p>

Step 4: Wrap up

<p>If it is unclear if they are willing to sponsor the team, ask them!</p>		
<p>If willing to sponsor:</p> <ul style="list-style-type: none"> • Thank them! • Send them appropriate documents • Leave yours or team contact info • Fill out appropriate team documentation 	<p>If not willing to sponsor:</p> <ul style="list-style-type: none"> • Thank them for their time • Fill out appropriate team documentation 	<p>If they are unsure:</p> <ul style="list-style-type: none"> • Ask if they have any more questions • Would be interested in the team giving a live presentation?

Step 5: Follow-up (If necessary)

<p>Said they would sponsor but we haven't received anything:</p> <ul style="list-style-type: none"> • Ask if they have questions • Ask if they want someone to pick up their donor form 	<p>Said they would get back to you</p> <ul style="list-style-type: none"> • Ask if they have questions • Remind them of benefits of sponsorship 	<p>Said they would sponsor and have received donation:</p> <ul style="list-style-type: none"> • Send thank you note (See How to Write a Thank You Note Template)
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