



Securing Community Support and Sponsorship for your SAVE Promise Club

Most – if not all – SAVE Promise Club activities can be easily implemented at no-cost and Sandy Hook Promise offers all of our *Know The Signs* programs at no-cost to schools and youth organizations. However, some SAVE Promise Clubs have chosen to ask for in-kind and financial support for their activities, including printing and purchasing T-shirts, wristbands and posters for their Club members, school or youth organization or to cover their travel costs to the SAVE Promise Club Annual Summit.

The following tips can help you approach organizations or groups in your community for in-kind or financial support.

How Can Community Support Help Your SAVE Promise Club?

By approaching a local business or community or civic group to support your SAVE Promise Club, you are providing a way to share your SAVE Promise Club message, build positive relationships, and give them a chance to help carry your work further into the community. Essentially, you are inviting others to be part of your collective effort to prevent violence *BEFORE* it takes place. Here are some ideas how community support can help lift up the efforts of your SAVE Promise Club:

- Purchase SAVE Promise Club t-shirts, wristbands or posters for your school or youth organization.
- Sponsor registration fees or transportation assistance for your SAVE Promise Club members to attend the annual SAVE Promise Club Summit.
- Provide mini-grants for after-school activities, service projects, or awareness events.
- Supply food for meetings, such as a pizza!
- Provide volunteer opportunities for employees/members at SAVE Promise Club events.
- Provide a product or service to raffle-off or purchase products at a discount for a raffle as part of your SAVE Promise Club fund-raising efforts.
- Offer use of facilities for events, meetings, or grounds for fund-raisers (such as car washes).
- Advertise your SAVE Promise Club activities and message in their advertisements or publications.
- Display your SAVE Promise Club YouTube videos, essays or art in their local businesses or in the community.
- Provide supplies for service or awareness activities.
- Serve as judges and provide awards for SAVE Promise Club contests (essay,

poster, awareness message)

Who Can We Approach for Support?

There are many groups in your community that would love to help your SAVE Promise Club. Don't be afraid to ask... remember, the reason why most people never get involved is because they are never asked in the first place. By asking for local business or community support, you are providing a special invitation that allows a business or organization to meaningfully help your SAVE Promise Club.

Start by making a list of the people, groups and businesses you know. Think about those you or others in your SAVE Promise Club might have a personal relationship with or that have supported your school or youth organization in the past. Some ideas include:

- Your school Parent Teacher Organization (PTA)
- Community and civic groups, such as Rotary Club, the American Legion or the League of Women Voters
- Local businesses, including print shops, restaurants or movie theaters
- Local elected officials, such as your School Board or City Council
- Your local media, such as the city or community paper or radio and TV stations
- Libraries, community centers or recreation centers
- Police officers and local law enforcement
- Local colleges or universities
- Local hospitals or places of worship

How Can We Approach People and Organizations for Support?

When approaching people and organizations for support, direct contact is always the most effective as it lets you build a personal relationship (it can also help you build your public speaking skills). Look for opportunities that allow you to connect personally and always follow up with phone calls or a personal visit. Here are some steps to get you started:

- **Need** - Determine what your need is, are you asking for help printing T-shirts for an activity? Do you want support sharing your activities with others in the community? Do you need help with travel to the SAVE Promise Club Annual Summit? Make a list of what you want support for and prioritize it.
- **Potential Donors** - Once you know what you want, research possible businesses, individuals, groups or organizations who can donate time, items, space or money. Find out if any of your SAVE Promise Club members have personal contacts with any of these people or groups.
- **Method of Collecting** - Decide whether to request donations by phone, in person or by letter. Delegate who is to contact each business or organization and by when.
- **Brag Sheet** - Create a short one-pager about your SAVE Promise Club's efforts and accomplishments to share with the business or organization.
- **Practice** - Practice what you will say. Consider role playing within your SAVE Promise Club.
- **Go!** Schedule your meetings or calls and go! Good luck!

Sample agenda for in-person Meeting

The following is a sample agenda your SAVE Promise Club can use to get started in preparing for an in-person meeting to ask for support for your SAVE Promise Club.

Adults have a hard time saying no in person – especially to a youth! Be prepared before you attend your meeting:

- Dress presentable (club shirt or business casual)
- Before you arrive, know the name and position of the person you need to talk to.

Once you arrive at the business:

- IF YOU HAVE AN APPOINTMENT: *Hello, my name is _____ and I have an appointment with _____*
- IF YOU ARE COLD CALLING: *Hello, my name is _____ from _____ (school/agency) and I was wondering if I can have a few minutes with _____ (person you want to speak with). If they are not available – Is there a good time for me to return? Or can someone else assist me with a potential donation?*
- THE MEETING –
 - **Greet:** *Hello, my name is _____, thank you for meeting with me today. I am a SAVE Promise Club member from _____ (school/agency).*
 - **Brag:** *Our club has been very active in preventing youth violence and bullying this year by _____ (Share a few points from your Brag Sheet).*
 - **Need:** *We are currently seeking donations of _____ to _____ (what will you accomplish with the donation).*
 - **The Ask:** *Is _____ (company/group meeting with) willing to assist our SAVE Promise Club by donating _____ (what you would like donated)?*
 - IF YES: *Thank you for your generous donation and support! When would be a good time for me to pick-up the donation? Is there someone that I should ask for?*
 - IF NO: *Thank you for speaking to me. I hope that our SAVE Promise Club can connect with _____ (company/group) in the future.*
- SEE FOLLOW-UP SECTION BELOW

Sample letter/email

Dear _____,

The Students Against Violence Everywhere (SAVE) Promise Club at _____ is seeking YOUR support. We are making a positive difference in our school and community. Already this year we have <insert key points from brag sheet>. SAVE Promise Clubs are a place for young people across the country to show their leadership, creativity and passion for protecting their friends, schools and communities from violence *BEFORE* it happens.

Our club is seeking <insert **Need**> for <insert how will you donation/support>. Can we count on your support to help youth in our community?

Donations can be mailed to: _____ or feel free to contact us via email at _____ or phone at _____ to arrange pick-up. Your donation will be greatly appreciated and will make a difference for the youth in our school and community.

Respectfully,

Sample phone call

Before calling local businesses or organizations, be sure to have your facts ready to answer any possible questions. Remember this may be the first time they have heard about your SAVE Promise Club It is very important that you present a good first impression. Make sure you are courteous!

- *Hello, may I please speak to the manager or owner?*
 - IF NOT AVAILABLE – *May I have their name? When would be a good time to reach them?*
 - IF CONNECTED –
 - **Greet:** *Hello, my name is _____, thank you for speaking with me today. I am a SAVE Promise Club member from _____ (school/agency).*
 - **Brag:** *Our club has been very active in preventing youth violence and bullying this year by _____ (Share a few points from your Brag Sheet).*
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 - IF NO: *Thank you for speaking to me. I hope that our SAVE Promise Club can connect with _____ (company/group) in the future.*

Follow Up on Donations

- Always meet or pick up the donation promptly.
- Drop off a thank you card from your chapter at the time of pick-up and include a copy of your brag sheet.
- If money is given, keep track of how it is spent.
- Follow-up after your event or use of the donation to update the donor on how the funds were used, include a picture if possible.
- Record business and contact name, number, etc. in notebook or file for future reference.
- If your club ever needs to call a donor again, mention previous donation and how effective it was.
- In meetings with media, especially newspaper reporters, remember to mention donors. Mention donors in news releases regarding project/event.