## CHAPTER edition FUNDRAISING SPONSORSHIP GUIDE

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### INTRODUCTION FUNDRAISING

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## THE NATIONAL LEADERSHIP CONFERENCE

a **springboard** to your future career, the **pinnacle** of the FBLA experience

### INTRODUCTION

At the National Leadership Conference (NLC), FBLA members get the competitive edge, as the best and brightest of FBLA convene to compete in leadership events, share their successes, and learn new ideas about shaping their career future through workshops and exhibits. The four-day conference provides invaluable opportunities for members to grow both personally and professionally; but airfare, housing, and registration costs prevent many students from experiencing NLC. The Ohio FBLA state officer team has developed this fundraising and sponsorship guide to support local chapters looking to make attending NLC as financially accessible as possible for their members.









Hi there! My name is [Your Name], and I am a [Your Role] at [Your School]'s the Future Business Leaders of America (FBLA) chapter. Our organization aims to develop leadership skills, explore career paths in business, and engage in community service projects. And so, your donation will help in supporting me, and my peers from [Your School], to attend this year's National Leadership Conference, where we will get the chance to network with mentors and like-minded peers from across the nation, attend mentoring sessions with business professionals, and sharpen our skills. Would you be interested in purchasing [Name of Product]?

\*\*Note: at the end of customer interactions, make sure to thank them!

## Canvassing Cont.



The Butter Braid Company specializes in producing delicious pastries perfect for fundraising your chapter's FBLA ventures! Their signature buttery, flaky braided pastries are a hit with supporters and participants alike. With a focus on quality ingredients and easy-to-execute fundraising programs, the Butter Braid Company offers a tasty and profitable solution for NLC fundraising.



- 1. Sign up through this link: <u>https://butterbraid.com/find-a-</u> <u>dealer/</u>
- 2. Kick off your fundraiser with an inperson or virtual event where you hand out the information packets and seller tools to your chapter's members.
- 3. Promote & sell the various buttery goods that are offered on the catalog.
- 4. Submit final orders and schedule a time for seller pick up. Orders will arrive pre-packed by seller name.
- 5. Arrange delivery with your supporters and don't forget to let them know you appreciate their help!

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### WORLD'S FINEST<sup>°</sup>

CHOCOLATE

The World's Finest Chocolate Company is a premier provider of high-quality chocolate products for your FBLA chapter's fundraising initiatives. Their straightforward fundraising program, coupled with the universal appeal of chocolate, makes them a popular choice for fundraising campaigns worldwide.

Order your cases of chocolate through this link: <u>https://worldsfinestchocolate.com/get-</u> <u>startedmnu=true&portalUser=&store=&cclcl=</u> <u>en\_US</u>



Otis Spunkmeyer offers a diverse range of cookies, muffins, and other treats that will surely help in your FBLA chapter's fundraising! Their easy-to-implement program, combined with the appeal of their mouth-watering products, ensures successful endeavors for your chapter's NLC fundraising.

Reach out to Otis Spunkmeyer through this link: <u>https://www.otisspunkmeyer.com/</u> <u>fundraising</u>



### STUDENT NATIONAL LEADERSHIP CONFERENCE SPONSORSHIP FORM

#### **Mission of FBLA:**

To bring Business & Education together in a positive working relationship through innovative leadership development programs.

Your donation will help support my attendance at the National Leadership Conference & go toward my conference registration fee which will allow me to enjoy the following benefits: leadership development workshops, keynote speeches, competitive event(s) testing/entry, meals, lodging, community service activities, & more!

**The total estimated cost for conference registration is \$[money necessary]** (rates vary slightly based on registration date & number of overnight stays. Any support you can provide would be greatly appreciated!

Student Name:

Chapter/School:

Please check the amount you wish to contribute:

\$100	\$75	\$50	\$25	\$10	
Other					

### Sponsor/Contributor Information:

Name:

Email:

Phone:

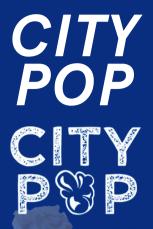
Please make checks payable to:

### THANK YOU FOR CONTRIBUTING TO MY NATIONAL LEADERSHIP CONFERENCE EXPERIENCE!



Country Meats allows chapters the opportunity to fundraise online and in person, helping them reach their fundraising goals. You will receive 50% of the proceeds from every meat stick you sell.

Learn more at countrymeats.com



City Pop Fundraising is a 100% online platform that offers best-selling gourmet popcorn, soft-baked pretzels, and candy fundraisers. Your chapter will receive 50% of all sales.

Learn more at citypopfundraising.com



TOM WAT Learn more at tomwat.com

Tom Wat fundraisers offer a variety of easy, profitable fundraisers for FBLA chapters. Choose from Holiday Gift Catalogs, Popcorn, Cookie Dough Mixes, Candles, Chocolate Covered Pretzels (an FBLA Fav), and more. Both online and home delivery options are available. Your chapter will recieve 40% of all sales.

Fundraisers allow chapters to raise money for conferences, FBLA swag, and fun activities! Below are some ideas on simple but achievable fundraisers for your chapter to participate in!

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- **Sports Tournament:** Have your officers organize a school-wide sports tournament to raise money! Mandate a participation cost, secure a location and materials, and have a prize for the winning team. Be sure to get permission from administrators months prior to the event.
- **Donut Sale:** Sell donuts in the morning at your school for a reasonable price and encourage students to buy them. Promote FBLA with every sale & ensure administration support prior to the sales.
- Avenue of Flags: Participate in your local Optimist's Club Avenue of Flags to put up flags around the community for American holidays. A portion of the proceeds will go to your chapter.
- Pie an officer/teacher: Have students across the school put money into jars for what officer/teacher they want to see pied in the face and the person with the most money in their jar gets pied.



## SCHOOL FUNDRAISERS &

- **Car Wash:** Organize a location and date for a car wash fundraiser during warm weather. Make plenty of signs to advertise. Offer a free wash and accept donations.
- **Talent show:** Organize a school-wide talent show and charge for tickets, program ad sales, and concessions.
- Movie night: Organize a movie night, charge a small admission fee, and sell snacks to boost profits.
- Live auction: Auction off time, talent, services, or goods to your community. Reach out to local businesses, FBLA members, or administration to see if they would like to auction any goods or services.
- **Students v. Staff Basketball Game:** Host a game with teachers and students to see which team will rise as the victor. Charge a small admission fee or sell baked goods to make a profit from the event.



## restaurant partnerships

### CHIPOTLE

**Process:** Fill out the <u>Chipotle</u> <u>Fundraising Application form</u> at least three weeks before the event.

**Offer:** 25% of sales are donated directly to your FBLA chapter if you hit the \$150 minimum event sales amount.

Customers must mention it's for your FBLA chapter at checkout. **Note:** Plan well in advance to promote the event and maximize participation.



### BUFFALO WILD WINGS

**Process:** Fill out the form on the <u>Buffalo</u> <u>Wild Wings website</u> to initiate the partnership process.

Offer: Provide details of potential benefits and specify the purpose (e.g., fundraising for FBLA activities).

**Note:** Customize your request and highlight the potential for increased foot traffic and community engagement.



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### Local Businesses Near Your School

Start by compiling a list of businesses located in close proximity to your school. These could include restaurants, cafes, boutiques, gyms, salons, printing shops, and other local establishments.

Visit these businesses in person or check their websites for contact information. Many local businesses appreciate the opportunity to support community initiatives like FBLA.

### Businesses with Personal Connections

Consider businesses where members of your FBLA chapter or their families work or have connections. These businesses may be more willing to sponsor your chapter due to existing relationships.

Reach out to these businesses directly, leveraging any personal connections you have to introduce your sponsorship proposal.

### Relevant Industry Connection Companies

Identify companies that operate within industries relevant to FBLA's focus areas, such as finance, marketing, technology, and entrepreneurship.

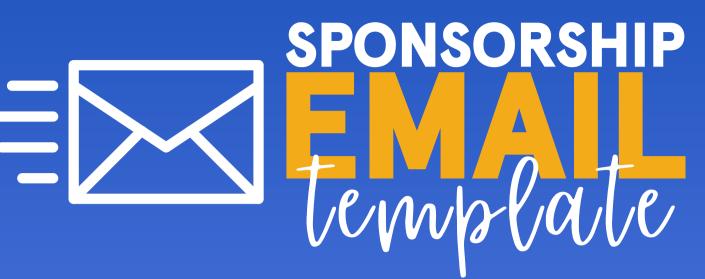
Research industry associations or directories to discover potential sponsors within these sectors. They may be interested in supporting FBLA as a means of nurturing future talent in their field.

### Companies that were Previous Sponsors

Review past sponsors or partners of your FBLA chapter, if applicable. These businesses may be willing to sponsor your chapter again, especially if they had a positive experience previously.

Reach out to them with a personalized proposal highlighting the impact of their past sponsorship and the benefits of continuing their support.

building a sponsor list



Dear [Company/Person name],

I hope this letter finds you well.

My name is [Your Name] and I am the [Your Position] for [Your School] for FBLA. I am reaching out to you today to ask if you would be interested creating a partnership to help support our members in attending the National Leadership Conference (NLC) in Orlando, Flordia.

At NLC, our members get the competitive edge, as the best and brightest of FBLA convene to compete in leadership events, share their successes, and learn new ideas about shaping their career future through workshops and exhibits. The four-day conference provides invaluable opportunities for members to grow both personally and professionally. Your support would help cover airfare, housing, and registration costs that prevent many students from experiencing NLC.

FBLA students prepare for careers in business through academic competitions, leadership development, and educational programs. From Marketing to Business Law, FBLA programming offers a variety of topics that each student can delve into.

Thank you for your time and consideration and we look forward to hearing from you.

Regards, [Your Name]





Good (Morning)/(Afternoon) Mr./Mrs.

My name is \_\_\_\_, and I'm a student at [insert school]. As a member of my school's Future Business Leaders of America Chapter, also known as FBLA, and we are currently fundraising to attend the National Leadership Conference in Orlando, Florida.

The National Conference is an incredible opportunity for our members to compete in leadership events, network with business professionals, and learn new ideas about shaping their career future through workshops and exhibits. With your contribution, we will be able to offer these opportunities to our members.

Can you please tell me more about how we could create a partnership of any kind?

[Listen and respond accordingly. If you don't know the answer to a question, politely let them know that you are unsure but will get back to them with an answer.]

Thank you and have a great day!



### 1. Research and Target

**Selection:** Identify restaurants in your local area that align with your FBLA chapter's mission and values. Consider factors such as proximity to your school, popularity among students, and willingness to support community initiatives.

**2. Craft a Compelling Proposal:** Develop a clear and concise proposal outlining the benefits of a partnership with your FBLA chapter. Highlight how the restaurant's involvement can contribute to the community, enhance their brand visibility, and potentially increase customer traffic.

**3.** Offer Mutual Benefits: Offer to promote the restaurant through FBLA's communication channels, such as social media, newsletters, and school events. In return, request support for FBLA activities, such as hosting fundraising events or providing discounts for members.

**4.** Personalized Outreach: Reach out to restaurant owners or managers personally rather than relying solely on generic emails. Consider scheduling a meeting to discuss partnership opportunities in more detail and address any questions or concerns they may have.

**5. Highlight Success Stories:** Share success stories of past partnerships or collaborations with other businesses to demonstrate the positive impact of supporting FBLA initiatives. This can help build credibility and trust with potential restaurant partners and showcase the benefits of partnering with your chapter.

6. Flexibility and Collaboration: Be open to negotiating terms and finding creative ways to collaborate. Consider offering various sponsorship levels or customizing promotional strategies to fit their preferences.

**7. Follow-Up and Maintain Relationships:** After securing a partnership, maintain regular communication with the restaurant to ensure a positive and mutually beneficial relationship.

Consider partnering with popular, local spots that students frequently visit.

Emphasize the mutual benefits of the partnership.

# JESUS NIL

### CLOSING

After exploring this guide, we hope you've gained valuable knowledge on securing sponsorships and fundraising to help you and your chapter attend NLC. Think about using the tools and ideas shared in this guide for future conferences throughout the membership year, including the National Fall Leadership Conference held in Columbus, Ohio this year and the State Leadership Conference. We hope to see you at NLC!

Feel free to reach out to the state officer team at stateofficer@ohiofbla.org with any questions you may have. Good luck with your fundraising efforts!