

# Fund Raising

## ONE DAY WORKSHOP

★ A Smashing Way to Bring Money into Your Chorus ★



BARBERSHOP  
IN HARMONY

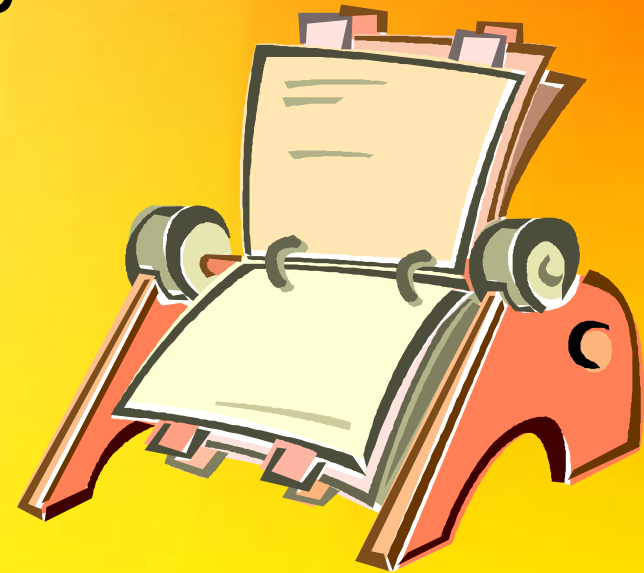
# SPONSORSHIP demystified

- Who can help you?
- How can they help you?
- When can they help you?
- Where can they help you?



# Know **WHAT** you've got

- Do you know what you have access to?
- Start at the very beginning.....
- Make a database of;
  - All chorus members
  - Their immediate family
  - And friends
  - Companies they all work for
  - Nationalities

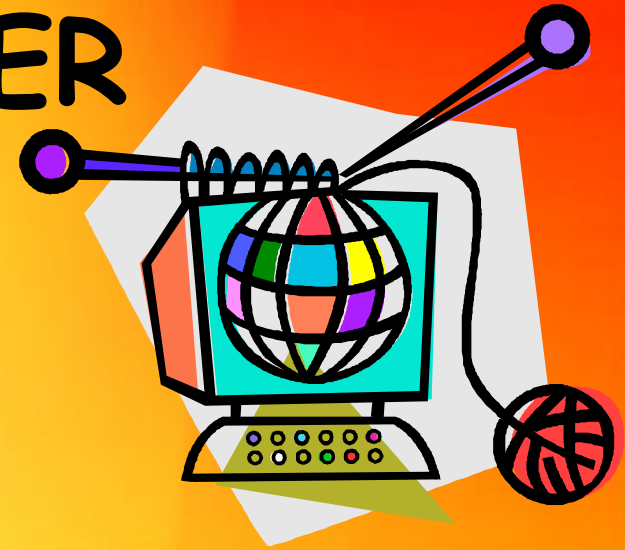


# What TO DO with all the info??

- First - Sort your information;
  - Split Local and National companies
  - Any links to the local council?
  - Highstreet connections?
  - Any major companies ?
  - Nationality links?
  - Any media links?
  - Other data?



# What can you OFFER your sponsors?



- A good website is a must to attract sponsors!
- The website must look appealing
- What is in it for your sponsors?
- Make connection explicit!
- Sell yourself!



# How to approach your sponsor

- Use your connections - establish a firm appointment through all your collected data
- Send the right person - this might be the person whose connection it is, but it might not be!
- Turn up on time and look smart
- Make connection known right away
- Bring along Chorus material - CD, brochure etc
- Explain what's in it for the sponsor!



# Be bold when going for **GOLD!**

- Set up a chorus marketing team
- Use the most outgoing people in your chorus
- Board members are not often the best fundraisers or marketing people
- The worst that can happen is that you get a no.....
- But you might get a **YES!**



# Concerts should make money 🎵🎵🎵

- Utilise your best asset - **SING** !
- Swap sponsorship for free concerts
- Offer free advertising at your concerts
- Find ways to make cool programmes
- Use your Learn to sing courses - catalog everyone who attend
- Get an agreement with your local council.....



**BARBERSHOP**  
 **IN HARMONY**

**GETTING SPONSORSHIP COULD BE  
ONLY A QUESTION AWAY!**

**YOU GO GET IT!!**