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Get Corporate Sponsorship

Anisha Robinson Keeys

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Product Description**If you want to get or increase your fundraising, this e-book is a roadmap of pertinent steps for raising money from corporations.** Some of the secrets you'll learn inside include:

- 11 types of benefits you can offer corporations beyond logo recognition
- The list of 22 retailers in your neighborhood that want to help your organization raise money and steps to secure sponsorship with those retailers in the next few weeks
- The 4 questions you must ask and answer before seeking funding from corporations
- How sending unsolicited proposals to corporations can destroy your organizations ability to earn a corporate funders respect
- Why "we need the money" and "we are good cause" are not the answers to getting corporate funding (I'll tell you what is)
- How to structure the one hour meeting that can help raise thousands of dollars through your board or advisors

After reading this material you will:

- Have a sophisticated approach to creating and implementing your organization's corporate sponsorship program
- Be ready to develop a corporate prospect list
- Be able to authentically align your organization's deliverables with the goals of your corporate prospects
- Be prepared to have a productive face-to-face meeting with prospective sponsors
- Know how to stand apart from the hundreds of proposals corporations receive every day and get the support you need

PLUS- 5 time saving bonus sample materials

1. Sample Sponsorship Proposals and Forms
2. Guide for conducting a Prospect Research Meeting (sample email, invitation letter, and grid to record results)
3. Sample Sponsorship Policy and Procedures
4. Sample Cause Marketing Agreement
5. Sample Letter of Sponsorship Confirmation

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