

Fundraising Information

The key to a successful sponsorship and/or fundraising is to **not** wait until the last minute. You MUST start planning **and doing** immediately. Put your family members and friends to work for you. Little kids do great selling candy, etc... (do you have young cousins, nieces or nephews?) In the past, we have had groups raise over **\$25,000.00!!** But they started doing their fundraisers and acquiring sponsors prior to their first meeting. **We believe in you and are here to help you! We want to help you reach your goals! Start NOW doesn't wait. If you have questions...ASK!**

Sponsor Information

Sponsors may contribute any amount, from \$10.00 to full sponsorship.

First, you should approach potential sponsors who you believe will be the most generous and supportive. Start at the top of your list and work your way down.

You can offer to work in exchange for sponsorships. Fashion Contestants can model, informally and in Fashion Shows, for local retail stores. They also can appear in print and electronic media advertisements. Talent Contestants can also act in commercials, do voice-overs...the only limitation is your imagination.

There are endless possibilities. Work with your Director, other Contestants in your group, family and friends to come up with ways you can find sponsorship. Teamwork can be productive and FUN!

How to Get Sponsors

Mail 25 letters at a time, make a follow-up phone call, and go see them in person! LOOK LIKE A MODEL! Take a visual aid. In a 3 ring binder, place pictures of Barbizon success stories, a list of the agents at the convention, pictures of you, testimonials, and competitions. This is your flipbook. Take it everywhere! Study the objections, memorize the answers. TALK TO PEOPLE!

Formatting the letter you'll mail to sponsors

1 st page	We've written it! All you have to do is add a biographical paragraph and fill in some blanks
2 nd page	Information regarding the Passport to Discovery
3 rd page	A sponsorship form

Staple, mail, follow up, go-see! All of the paperwork you need is in the following pages. Just insert your information and photograph in all underlined areas, copy and mail!

Phone Script for Scheduling Sponsorship Appointments with Businesses

It is easy to send a letter - you want them to meet you in person! Remember, look great (like a model or actress). Portray the image you want to represent!

First Call

Hi, my name is _____. May I have the name of the owner? **If they ask why** I'm a local teen working on a fundraising project and I would like to meet with the owner. What is the owner's name please? **Write down the name** Can you tell me when Mr. /Ms. _____ would be available to take a call? Tomorrow after 2:00? Thank you very much. **Take down the time. Put the information on your to do list for tomorrow. If the owner is there, or is the person that you are talking to, ask to speak to him or her.** Hello, my name is _____. Mr. /Ms. _____, I'm working on a fundraising project and would like to visit you in person. Do you have a few minutes tomorrow between ___ & __, or would sometime the next day be better, between ___ & ___?

- **If the owner wants to know why you want to meet with them** Well Mr. /Ms. _____, I have a wonderful opportunity to go on a career planning trip and would like to show you how exciting it is. Would tomorrow be better or the next day?
- **If the owner asks where the trip is to, or what the career planning involves** Oh, Mr. /Ms. _____, the trip is to Mexico **or** Oh, Mr. /Ms. _____, the career planning focuses on the fashion and performance industry. So which time between ___ & ___ would be best for me to come in person and show you everything?
- **If the owner says that neither the times or dates are good because he is busy, has a meeting or is already booked** I understand Mr. /Ms. _____. It really will only take a couple of minutes, but you know your schedule better than I do. So, would you have a few minutes on ___ between ___ & ___? Would that be ok?

When the owner gives you the time and date Thank you! Now that's (day) at (time), correct? And let me make sure I have the correct address. Is it _____? Great, I will see you then! Thank you for your time.

If the owner says no, he/she is really not interested or does not have the time I'm sorry to hear that Mr. /Ms. _____. I want to thank you for your time just now. I'll drop you a quick letter in the mail. If you could just take a few minutes to look over it and see if you're able to sponsor me, it would be appreciated. And one last thing, do you know of anyone who might want to help me? **Take down the name and phone number and start again. Remember...some will, some won't. Who cares? Who is next?**

Confirmation Call

It is very important that you call again the day of the appointment to confirm that it is still on. Hi Mr. /Ms. _____. This is _____. I am just calling to confirm our appointment at _____. Great. I'll see you later today.

You must be enthused as you present the idea. Stay upbeat and positive. Give examples of what you hope will happen. Talk about the convention and what great opportunities it presents you with. Make sure the sponsor sees everything that can happen at the convention. Also talk about what a great career opportunity it is. All of the seminars offered by the industry professionals also make it educational. You want to leave the meeting with the sponsor agreeing that this is a great opportunity for you.

The Follow-up Phone Call

After the meeting, follow up with a phone call. You need to show how sincere you are. Get into the right attitude. Here are some tips:

- Role play with a friend or relative so you are confident of what to say on the phone. Make sure you are feeling positive prior to making any call.
- You are always better off to ask for the entire amount and if they say no - ask them what they can afford.
- Remember you are fundraising and a successful fundraiser gets people to say yes to them. Try to phrase statements with ending questions that will make the sponsor want to say yes.
- Remember that you are a **talent!** People like talent. They admire talent! They wish they were as talented as you. They wish they had your pizzazz. People love the idea of being associated with the glamour of showbiz. They love the idea of being able to help someone get their start. They are not just giving you money. They are getting something out of helping you. It fulfills some need in them - and when you make your first national commercial, get that prime time role, they can say they helped you get your start. Believe it - they will be as proud as if they had won the role themselves.
- Right now you are asking for a few thousand dollars. Think of this as a contract. Imagine being in the position to negotiate the big bucks. Feels pretty powerful, right? Well, all you are asking is for people to believe in you and your dream. Just ask. The worst that they can do is say no.

- Remember, you are a professional and modeling and acting is a business. You are asking for money to start up your business.
- Believe in yourself!

Selling

Selling products is a wonderful way to raise LARGE amounts of money. People love to BUY things, especially if they are helping someone or it is for a good cause. There are many things you can sell, the possibilities are endless! Be creative! Think of food, posters, craft books, calendars, homemade and personalized greeting cards on the computer, craft items, candy and more!

Plan your sales around events or holidays. For Easter, you can sell all types of candy, colored eggs, jellybean bars, etc. For 4th of July, you can sell mini picnic baskets filled with goodies for the holiday weekend, decorated flag baskets, etc. For Halloween you can sell decorated bags of candy corn, anything made with or decorated with pumpkins, etc. For Thanksgiving you can sell all kinds of homemade goodies, candy, cookies, cakes, table centerpieces, decorated napkins, etc. For Christmas, you can sell everything and anything! Everyone is looking for all kinds of neat little gifts to give. Wreaths, mistletoe, decorated pine cone bunches, pictures with Santa, candy, homemade/personalized ornaments, the list is endless. Any time of year you can sell homemade goods your family may specialize in, sourdough baskets, jellies, and all kinds of other treats! At Christmas/Easter, you can charge \$3.00 per child and mail a letter from Santa or the Easter Bunny!

Candy Sales

Selling candy is so effective; it deserves its own heading in our fundraising packet! It has been a real life saver for many of contestants. Candy bars already wrapped with Fundraiser labels can be purchased at Sam's Club or Costco. You can sell the candy bars at school, flea markets, fairs, ball parks, or just outside of big stores - Wal-Mart, K-Mart, etc, just clear it with the manager first. You can earn \$40 - \$80 in 2-4 hours!!

EVERYTHING you need to know about selling candy!!

You can PURCHASE candy at a discounted price and then SELL at a markup for a PROFIT. You will not be getting candy through us. You must price it, buy it, and decide where to sell it.

The #1 best bet is to purchase them from Sam's Club or Costco. They come pre-boxed with "Fundraiser" wrappers. They are only \$15 for 36 bars. Sell them for \$1 each and make \$22 per box!

Selling Tip!

Get help! Get mom/dad to sell at work! Get friends to sell at school! Get business owners and buddies to leave boxes at the hair salon, bowling alley, etc.

Where to sell? Outside of Wal-Mart or you can go to K-Mart, Target, Walgreen's, CVS, Safeway, Fry's etc.

How to ask? That's just it...ASK! Sometimes companies don't want you selling unless it is non profit, so start with "I'm a student and I'm fundraising for a trip. May I sell outside the store?" If they insist on getting into extreme detail, let them know what your trip is for. If they say no...move on to the next store! We have had contestants and parents raise the cost of the entire trip just by selling candy...you can do it too!

Other Types of Sales

Yard Sales These can be big money earners. One man's trash is another man's treasure! Collect anything from anybody that may have been scheduled to go to Goodwill or the Salvation Army. Wash it, clean it, set up lots of tables, and make everything look great! Have one table for baked goods, one for candy bars, and one for a 50/50 cash drawing. You must advertise in advance in the newspaper or with fliers everywhere you can think of.

Balloons At any event, sell balloons. Buy a helium balloon kit (\$19.95 at party stores) or get one donated! Before you inflate and tie the balloons, put a piece of paper in each balloon that says "Thank you for the donation!" In ONE balloon, put a slip of paper that says "Congratulations! You have won ___ (give away something that was donated to you for ticket sales!). No one breaks their balloon until all are sold. Charge \$5.00 each.

Crafts'n'Cash Everyone knows someone who paints, makes dolls, birdhouses, ceramics, knits, sew, decorated pillows, makes jewelry, etc. Ask them to donate one or more of their pieces. Mark them up as Sponsor Specials and sell them!

Providing Services

There are all types of services that you can provide for people in order to raise funds. In many cases, these are already things that people are paying for. Advertise your service! Put posters and notices everywhere in your community. Listed below are some ideas...

Maid for a Day Have your friends and family help you. Wash dishes, inside windows, vacuum, clean appliances, mop floors, dust, clean sinks and tubs, even help sort and organize things and running errands! Charge \$6.00 - \$9.00 per hour.

Animal Services Offer to walk dogs, clean cages, groom, bathe, or any other thing related to pets. Charge anywhere from \$5 - \$15 for "Pet Pampering"

Muffin/Bagel & Juice Delivery Some people love fresh muffins, fruit, bagels, and juice in the morning, but most do not have time to stop and get some before work! Post a flyer at all of the companies in your areas and let them call in and place an order. Work out a deal with a local bakery store and deliver, deliver, deliver!

Recycle Ask everyone in your neighborhood to give you their aluminum, paper, glass, and other recyclables. The amount can really add up. Take it to a recycling center and make some cash!

Car Washes/Waxes Get volunteers, a location, and a date and charge or take donations per wash. Make some big signs so people know what is going on

What are you good at? Give music lessons, dance lessons, sports lessons, horseback riding lessons, swimming, self-defense, karate, computer, makeup, sewing, ANY TYPE OF LESSON. Tutor students in Math, English, etc. Provide a typing service, wash people's windows, UTILIZE YOUR TALENTS!

Contests, Etc.

Your Name/Passport to Discovery Night Any business/restaurant/salon/bowling alley can sponsor you for a night by giving you a portion of the proceeds and letting you roam the facilities with a donation box, answering questions and letting people know how excited you are! You can also sell giveaway tickets, balloons, etc.

Set Up Donation Jars Place a jar and your photograph with an advertising poster at local stores, auto dealers, gyms, anywhere!

Pet Shows Great for younger children! You will need prizes (donations that you receive from the Pet Store work great!), advertising, sign up sheets, a location, judges, a date, and award categories. Each contestant will pay \$5 or \$10 to register their pet: cats, dogs, birds, hamster, etc.

Color-A-Thon Great for younger children! Make Xerox copies of pictures to be colored, age appropriate groups of contests, prizes (donations from the Toy Store!), advertising, sign up sheets, judges, and a date. Each contestant pays \$5 to register for the contest. Award categories can include "First to Complete," "Most Vivid," "Best to Stay in the Lines," etc. Recruit family and friends to help you get contestants. Make reminder calls to those attending. Get prizes donated first so you can advertise them!

Consulate If you or your parents are from another country or of a certain ethnicity, it is worth your time to write a letter to that County's Consulate in Washington D.C. Often times, they are very receptive to helping someone from their country pursue his/her goals.

**These things work because people like getting something for giving something. No matter what kind of fundraising event you choose, do it now! Pick your dates and act on it.
Plan at least 2 events in the next four weeks!**