



# Sponsorship Guide

## SOCIAL ENTREPRENEURSHIP EXPERIENTIAL PROGRAM

In this guide we provide helpful tips and tools you can use to approach and engage potential sponsors. One such tool is the SEEP Sponsor Sheet that you can hand to or virtually share with potential sponsors. Be sure to fill out all of the information on the sheet. While the Sponsor sheet is a great resource, be strategic about how you use them, and consider the environment when printing and distributing them. We don't want hundreds of these materials to be discarded, with no support in sight.



### Hygiene products are not federally subsidized in the United States.

There are thousands of individuals and families in the US without access to adequate hygiene supplies. Something as simple as a bar of soap can provide dignity and health, supporting people on the path to self-sustainability. I am currently enrolled in a **Social Entrepreneurship Experiential Program (SEEP)**. For our class impact project, we are partnering with **Clean the World** to assemble kits full of hygiene supplies to donate to people in need in our local community. Your monetary contribution will be used to cover the cost of the items in each hygiene kit.

### Every \$5 puts a kit in the hands of a person in need.

Student Name: \_\_\_\_\_ School Name: \_\_\_\_\_

Instructor Name: \_\_\_\_\_ Course Name: \_\_\_\_\_

My gofundme link: \_\_\_\_\_

**Support us today at: <https://www.gofundme.com>**

\*Please consider the environment before printing.

## Always Start with the Why!

Water, sanitation, and hygiene saves lives. It's pretty simple, so keep it simple when talking to your sponsors. Include key statistics, and do your best to evoke an emotional reaction in your audience. You can use information from the Clean the World Foundation website for your pitch. Below is a sample to get you started.

*There are thousands of Americans who are struggling with poverty and homelessness. Hygiene supplies aren't federally subsidized in the U.S., meaning that these individuals must find additional funds to obtain hygiene supplies. You can make a difference today. We are partnering with Clean the World and [insert charity partner name here] to host a hygiene kit build. We will assemble kits full of vital hygiene supplies for people in need in the local community. However, in order to do so, we need to obtain funds to order the hygiene supplies. That's where you come in.*

*By giving just \$5, you can provide a hygiene kit to someone in the [insert city name here] community. [Hand the supporter the Sponsor Sheet] If you go to my GoFundMe link, you can support my project and you'll automatically receive a receipt for your records.*

*Thank you for supporting your community!*



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#### Consider Your Audience

When seeking support, it's good to keep in mind that regardless of how great the cause is, you're still asking for financial support that not everyone can provide. Primarily, you should be on the lookout for companies who have an environmental or social aspect to their mission. Additionally, approaching local sports teams and affluent individuals in your community may prove successful. If you find yourself struggling to find sponsors, consider looking into organizations that have supported similar events in the past.

Finally, be sure to convey to potential sponsors that any amount of support is valued. *Every \$5 puts another kit in the hands of someone in need.*

#### Make Donating Quick and Easy

Most often, when we think of asking for money, we picture individuals standing outside of shopping plazas or handing out pamphlets after sporting events. While this traditional "classic" form of solicitation can be effective, we want to encourage the best possible use of resources – including your time. As such, all donations will be collected through GoFundMe. You will create a personal GoFundMe page to which you can direct all your potential sponsors.

When directing sponsors to the site, be sure to provide them with all the information included on the Sponsor Sheet.

Individuals are more likely to give and provide information through a web format. You may want to consider using the link in social media posts or bringing along a touchscreen device to give individuals the opportunity to contribute immediately.

If possible, start out on campus. Try getting fellow classmates and school faculty and staff involved. When venturing off campus, be sure to stay in well-lit and populated areas. Staying safe is of top priority.

#### Share Your Experience with Clean the World

As you discover what works best for you, Clean the World wants to know! Share your experience with our team at [seep@cleantheworld.org](mailto:seep@cleantheworld.org). This will help us create best practices for future world changers, like yourself!

Of course, the Clean the World team is happy to help. If you have any questions, please email us at [seep@cleantheworld.org](mailto:seep@cleantheworld.org).

Thank you for all of your hard work this semester. We're looking forward to seeing how your project evolves. Good luck, and have fun!