

## AWARENESS TIPS: Seeking Business Sponsors

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- ▲ Donations to a Chapter or the Fraternity are not tax-deductible. Only gifts to the Delta Sigma Pi Leadership Foundation are considered charitable giving. Businesses donating to your Chapter will often use their advertising or community relations budgets.
- ▲ Prepare a general form letter to request sponsorship funds from businesses. Deliver/present letter in person or mail as a follow up after a telephone conversation.
- ▲ Explain in your letter what your chapter will do with the donation.
- ▲ Be specific in requesting what you want (cash, shirts, awards, other products, gift certificates, services, refreshments, etc.).
- ▲ Provide clear dates on when you need to receive their sponsorship gift. Make requests at least 30 days in advance.
- ▲ Explain what you can offer in return (membership list, resume book of members, advertising on campus, invitation to speak, complimentary banquet ticket, name in chapter newsletter/website, etc.).
- ▲ Be prepared to provide references (chapter advisor, alumni, other sponsors, past speakers, past recipients of your service projects).
- ▲ Provide reliable contact information with at least two phone and email contacts of chapter officers.
- ▲ Provide a reply card for them to confirm their gift, or a smaller amount, if they can't offer as much as you ask for.
- ▲ Send prompt and sincere written thank you notes for any gift no matter how small or large.
- ▲ If a business can consider a large gift (over \$500), but only if they receive a tax-deductible receipt, contact the Delta Sigma Pi Leadership Foundation to discuss grant opportunities.
- ▲ Contact small and large companies. A great place to start is with the employers of members of the chapter.