



Event sponsorship toolkit

Get sponsored!

As a CKI member, you have opportunities to develop your leadership, meet other CKI members from around the world and learn how you can make a difference—all at CKI leadership conferences and events. Some of those events, such as the annual CKI International convention, require fees to cover registration, travel, food and entertainment. Unlike other benefits you receive through CKI—such as the online magazine—these aren't paid for by your annual dues.

The good news is that you don't have to pay all of those fees yourself. **Try the one-third concept: Fundraise one-third of the cost yourself, ask your CKI club or school's student activities board to pay or fundraise another one-third and talk to local businesses or your sponsoring Kiwanis club about supporting the rest.**

Not sure where to start? This event sponsorship toolkit will guide you and your club through making a fundraising plan, asking other organizations for financial support, thanking those who give you financial aid and more.

You'll find:

- A **checklist** to keep you on track while you're searching for sponsors
- A **how-to guide** about who to ask about supporting your individual fundraising needs
- **Talking points** and a **PowerPoint presentation template** you can use when you talk to potential sponsors
- A **sample letter** you can use to ask businesses and Kiwanians to sponsor you
- A **fundraising guide** with project ideas big and small
- A **fundraiser planning form** with a publicity checklist and tools to chart your profits
- A **sample thank-you letter** to send to sponsors after you return from your CKI event

Let's get started!



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Stay on track

Raising money takes time—and a lot of planning. Before you jump right in and present your case, make sure you and your club are prepared.

BEFORE THE EVENT

___ **Create a budget.** Figure out how much you and your club are willing to pay. Then decide how much you will have to raise through fundraising projects or sponsorships.

___ **Start a fundraising plan.** Let sponsors know how you will raise part of the money on your own. Many sponsors will be more likely to support you if you put some effort into fundraising too. Check out Page 8 for fundraising ideas and tools to help you make a budget and delegate responsibilities.

___ **Do your research.** Learn as much as you can about the event you're interested in before you start talking to potential sponsors. You won't be stumped if they ask you questions.

___ **Serve their needs.** When you talk or write to potential sponsors, let them know how they—and their community—can benefit from investing in you. If you're headed to a leadership conference, tell them how you will use your new skills afterward. If you're planning to attend district or international convention, let sponsors know you will come back with service project ideas you can collaborate on.

___ **Make your case.** Schedule time in advance (at least two weeks) to present at a Kiwanis meeting or talk with a potential sponsor. Use the talking points included in this toolkit (Page 5) and PowerPoint presentation template (insert URL) as a starting point.

DURING THE EVENT

___ **Keep sponsors in the loop.** Update your sponsors about your experience. Give them a short phone call, mail a postcard or, if you have internet access, send them an email. Let them know how much fun you're having and what you've learned so far.



AFTER THE EVENT

___ **Bring it back home.** Schedule a follow-up presentation for your sponsors. With pictures, PowerPoint slides, short personal memoirs or videos, show sponsors how much the experience meant to you.

___ **Express your thanks.** Thank your sponsors with a handwritten thank-you card, note or letter (see our thank-you letter template on Page 13).



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Know how to ask

You know how much money you'll need in order to attend your CKI event or pay your dues. Now that you're ready to go out and secure sponsorships, make sure you know how—and who—to ask for financial help. Ask sponsors to pay for bigger, necessary items such as registration fees or travel rather than for food or entertainment.

Here's a general guide of whom to ask and what to ask for:

Kiwanis clubs, your CKI club and your school

- CKI International convention registration, housing and travel
- Large Scale Service Project registration, housing and travel
- District convention registration, housing and travel
- CKI Leadership Academy registration fee and travel
- International club fee assistance
- Service project support—large-scale club or district project
- Alternative spring breaks—housing and travel fees

Local businesses or other organizations

- Any travel or housing fees for CKI events
- Supplies for service projects

What not to ask for

- Avoid asking sponsors to pay for everything. Fundraise on your own to pay for:
- Food expenses
- Entertainment
- Individual club dues
- Individual district dues
- Other incidentals



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Talking points

Speak confidently. Include these talking points in your presentation or meeting with sponsors who might be unfamiliar with CKI.

What is Circle K International?

Circle K International is the premier community service, leadership-development and fellowship organization for university students. More than 13,000 CKI members worldwide in 17 nations develop themselves as servant leaders while volunteering in their schools and communities.

What impact does CKI make on the community?

CKI members serve their communities in many ways, such as cleaning up parks, collecting clothing and organizing food drives. CKI clubs collaborate with March of Dimes, Better World Books and STUFH (Students Teaming Up to Fight Hunger) to raise money and awareness for local and international causes.

CKI members also participate in The Eliminate Project: Kiwanis eliminating maternal and neonatal tetanus, a partnership with UNICEF that aims to eliminate a devastating disease that kills one baby every nine seconds.

Why should I sponsor you to attend this event?

CKI members like me learn leadership skills by running meetings, planning projects and holding elected leadership positions at the club, regional and international levels. With your sponsorship, I will be able to bring information and resources about service and teamwork back home to share with other club members and improve my school and our community.

What can my organization/business expect in return from our investment?

When I return from this event, I will have new ideas about how to make our community better. I would love to talk with you about how my CKI club can collaborate with you on future civic and fundraising projects.



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Request letter template

[INSERT DATE]

Dear [INSERT POTENTIAL SPONSOR NAME]:

My name is [YOUR NAME], and I am a member of the Circle K club at [YOUR SCHOOL NAME]. I have a great opportunity to attend [EVENT NAME] in [LOCATION], [DATE].

[WHAT YOU PLAN TO DO AND LEARN WHILE AT EVENT]

But I need your help to get there. Before I can attend [EVENT NAME], I need to raise enough money to help pay for my registration, lodging, meals and other expenses.

I don't expect you to provide all those funds. CKI encourages members to contribute one third of the costs themselves before asking their CKI club to fund another third. Then we ask [OUR SPONSORING KIWANIS CLUB/LOCAL BUSINESSES] to donate the final third.

In order to attend [EVENT NAME], I still need \$[AMOUNT]. If you can't give that much, consider a smaller donation. Anything will help!

Please mail your donation check to me at the address below, or, if you'd prefer, I can meet you during one of our club meetings at [YOUR SCHOOL NAME] to collect the money and thank you for your support. I will follow up with you within two weeks of receiving your donation.

My registration deadline is [DATE]. Please let me know if you'll be able to support my trip by that time.

After [EVENT NAME], I'll be happy to follow up with a report on my experiences. Thank you for supporting me and my CKI club!

Sincerely,
[SIGNATURE]

[NAME]
[ADDRESS]



CKI[®]

Circle K International

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Sample request letter

April 7, 2012

Dear Happy Hills Kiwanis Club:

My name is Sally Studebaker, and I am a member of the Circle K club at Happy Hills University. I have a great opportunity to attend the 2012 Circle K International convention in New Orleans, June 27–July 1.

At the convention, I will develop my leadership skills in informational workshops, interact with other CKI members from around the world and share service project ideas. I plan to bring back ideas and resources that my club can use to make our community better.

But I need your help to get there. Before I can attend the 2012 Circle K International convention, I need to raise enough money to help pay for my registration, lodging, meals and other expenses.

I don't expect you to provide all those funds. CKI encourages members to contribute one third of the costs themselves before asking their CKI club to fund another third. Then we ask our sponsoring Kiwanis clubs to donate the final third.

In order to attend the convention, I still need \$200. If your club can't give that much, consider a smaller donation. Anything will help!

Please mail your donation check to me at the address below, or, if you'd prefer, I can meet you during one of our club meetings at Happy Hills University to collect the money and thank you for your support. I will follow up with you within two weeks of receiving your donation.

My registration deadline is June 1. Please let me know if you'll be able to support my trip by that time. After convention, I'll be happy to follow up with a report on my experiences. Thank you for supporting me and my CKI club!

Sincerely,
Sally Studebaker

1234 Hillside Lane
Happy Hills, Indiana 46256



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Fundraiser guide

Sometimes it's easy to get in a rut and do the same fundraisers over and over. But it's also easy to start something new. To spark your creativity, check out a list of successful fundraisers other CKI clubs have done. Try out one of them, or come up with your own ideas.

Once you've decided on a fundraising idea, turn to the **fundraiser planning form** on Page 10 for more tools to keep you organized and on track.

Simple sales

Excellent food fundraisers are about more than just a booth of home-baked goods. Successful events often involve the community. For example, try hosting a chili contest, or ask local restaurants to pitch in for your next bake-off.

Dinner night out: Ask local restaurants to donate a percentage of **one day's** proceeds to your club. Create and pass out a flyer to students, faculty and neighbors that lists the date, location and some brief information about what your CKI club does. Possible restaurants include popular chains like Noodles and Co., Panera Bread and Buffalo Wild Wings or locally run cafés and burger joints.

Pancake breakfast: Organize a community or school-wide **pancake breakfast**. It's fun, it's cheap—and it's a great way to involve **Kiwanians and other** Kiwanis-family members. Want some bonus funds? Create placemats for each customer with ads from local businesses on them. The money from selling ads could help pay for pancake batter and event space.

Funds by the slice: Host a **—best cheesell pizza competition**. Invite **pizza** restaurants to provide pizzas, and publicize the event at your school. Attendees pay for each slice they wish to sample and vote on. Announce the top three winners at the end of the night.

Individual ideas

Looking for ideas you can do yourself or with a friend or two? Here are some ways to raise money easily in a small group.

Handy-dandy helpers: Offer to do yard work or odd jobs for family members, neighbors and Kiwanians you trust. Rake, sweep, dust, paint, garden and clean for donations.



Clean-up crew: Talk to your school's athletic office to see if clean-up crews are needed after sporting events. Ask if you and your friends can help clean for donations.

Excellent entertainment

Hosting elaborate fundraisers such as silent auctions and benefit concerts requires a lot of time and work, but big events can bring in big money. The key: organization. Make a schedule and get every member involved.

CKI's got talent: Recruit friends and acquaintances to perform in a talent show. Charge admission. If possible, invite a well-known act to help draw a larger audience. Ask area businesses to donate prizes and transform the talent show into a competition.

Flowers for grads: Work with a local florist to purchase flowers from a wholesaler. Make your own bouquets and sell them at your school's graduation ceremony. Get more business by handing out order forms to parents two weeks before graduation.

Competitive spirit: Host a sports tournament. Choose a specific sport, date and location. If it's a team sport, advertise for people to register in teams. Ask businesses to sponsor the tournament or donate a grand prize. Sell drinks and snacks during the event.

Parents' night out: Give parents the night off by creating an evening of food, games and fun for their young children. Gather chaperones, set a location and fee, and get ready for face painting, craft-making and storytime.



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Fundraiser planning form

Once your club has decided on a project, fill out this project planning form. Make sure to fill it out at least two weeks before your fundraiser so the planning committee has enough time to coordinate project details.

Basic information

Committee responsible for project:

Title of project and brief description:

Project purpose:

Date/time of project:

Location of project:

List of resources needed for project (people, money, expertise, etc.):



Publicity checklist

Specify the tasks that need to be accomplished to make your fundraiser a success, the member responsible for each task and the task's deadline.

Flyers, table tents

Person in charge:

Deadline:

Newspaper ads

Person in charge:

Deadline:

Posters

Person in charge:

Deadline:

Brochures

Person in charge:

Deadline:

Banners

Person in charge:

Deadline:

Radio announcements

Person in charge:

Deadline:

Press releases

Person in charge:

Deadline:

Photographer

Person in charge:

Deadline:

Open letter to faculty, students, administration, community groups

Person in charge:

Deadline:

Blackboard chalking

Person in charge:

Deadline:

Wall display

Person in charge:

Deadline:

Other (fill in)

Person in charge:

Deadline:



PROJECT BUDGET WORKSHEET

Income

- _____ Fundraising money
- _____ Allocation from club budget
- _____ Co-sponsorship income
- _____ Food or clothing sales
- _____ Other
- _____ **Total income**

Expenses

- _____ Program materials
- _____ Presenter's fee
- _____ Publicity
- _____ Travel
- _____ Postage
- _____ Housing
- _____ Food
- _____ Rentals
- _____ Awards, certificates
- _____ Other
- _____ **Total expenses**

INCOME – EXPENSES = NET PROFIT or NET LOSS

_____ **Net profit or loss**



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Sample thank-you letter

April 7, 2012

Dear Happy Hills Kiwanis Club,

Thanks to your support, I was able to attend the 2012 Circle K International convention in New Orleans, June 27–July 1. It was a **fantastic experience I'll never forget!**

I had the opportunity to develop my leadership skills, meet other service-minded students and get motivation to do more for the world around me. Some of my favorite moments were cheering on participants in a walk for The Eliminate Project, meeting CKI members from around the world and learning more about STUFH (Students Teaming Up to Fight Hunger).

None of this would have been possible without your generosity. Thank you again for your help.

I would love to speak at one of your club meetings about my experience at the CKI International convention. I look forward to hearing from you—and hopefully working together with you on service projects in the future.

Sincerely,
Sally Studebaker

1234 Hillside Lane
Happy Hills, Indiana 46256