

 **March­a­Thon 2017 STEP BY STEP**​

* **Read your packet.**​ There’s lots of helpful information to get you started.
* **Brainstorm potential sponsors.**
	1. Do you have a friend or relative who owns a business? Where do you or close family members/friends work? What’s your favorite restaurant? Do you have a regular hairdresser? Think of insurance or real estate agents. Dentist and doctors. Home or car repair people. Pool or lawn services.

○ Do you have close family and friends who have supported your cookie dough or gift wrap sales?

* **If working on company sponsors, please check this link to ensure no one else is already soliciting them.**

<http://www.signupgenius.com/go/10C0A4AA9AA2FA57-richardson> We don’t want any business receiving multiple GEB requests. If no one else has signed up for that business or the business is not listed, you are free to contact them. Let us know you will contact the business by putting your info on signup genius next to the company name. If your business isn’t listed, please contact ​marchathon@richardsonband.org​ and supply the company name. By signing up you acknowledge you will contact them regarding being a MAT sponsor.

* **Check out our sponsorship example letters. Deliver the letter in person or via e-mail today!**​ We’ve made it simple by supplying letters for businesses and friends/family alike. Feel free to use the exact letter or personalize it.
	1. With businesses, it may take a few trys before you can speak to the owner or find the person in charge of donations. Don’t give up, follow up!
* **Talk to enough people to reach your goal.**​ If you’re not sure a business will sponsor, have a family/friends letter already sent out so you reach your $200 minimum.
* **Don’t forget about PRIZES!**​ Top 20 fund raisers will receive a Thank You! So make it your goal to reach at least the $200 minimum! Set your personal goal!
* **Taking donations.**​ Use the Sponsorship Form to take pledges, either per kilometer (e.g. $2 per KM, for $10 total), or for a flat amount. All donations are due in the band safe by end of school Monday, August 28th at 5:00pm.
* **Online donations.**​ We have a convenient way for everyone to give via the website. The link will be live soon in the March-a-thon tab. Make sure they know to place the donation on your behalf so you get credit.
* **Donation receipts are in your packet.**​ Please fill these out and give to sponsors for their tax records.
* **Corporate sponsor secured.** ​Congratulations! Let us know asap​ by emailing Vanessa Hartigan@ ​marchathon@richardsonband.org​.
* **For your corporate sponsor to make the back of our t-shirt, logos in a vector format must be submitted no later than August 28th**  to ​marchathon@richardsonband.org.​ ● **Questions about corporate sponsors?**​ Contact Vanessa Hartigan

All sponsorship forms, receipt forms and donation script examples are also available on the band website: ​www.richardsonband.org​.