

Corporate Sponsorship



Contacting businesses to ask for sponsorship can be a massive money-maker. Think of companies that you have some kind of connection to, such as those that you or your family work for.

What you'll need

- Your letter of authority (if you don't have this, please speak to your contact at the charity)
- MRF template letter (see page 2 of this document)

Who to contact

- Think of companies that you have some kind of connection to. For example, ones that your friends/family work for, are local in your home town, have links to your university/course, support the charity's aim or have a connection to meningitis/septicaemia.

What to ask for

Businesses might be able to offer you any one of the following:

- A one-off donation
- The opportunity to run an event (such as a staff room cake sale etc.)
- Sending an email to all their members of staff promoting your cause
- Matched funding

What to offer in return

Companies are more likely to donate to your cause if they feel that they are getting something in return. Examples of what you could offer include:

- Wearing a t-shirt with the company's branding on when you take part in your challenge (don't forget to emphasise that this will be shared widely on social media)
- Publicising the business at any fundraising events you are planning to run

Top tips

- If you send a letter/email and don't hear anything back, don't be afraid to chase them up! Send another email or try calling them instead.
- You can contact any and as many businesses as you wish. Many large-scale companies will already have their own nominated charities for the year, so you might be better off contacting smaller, independent businesses.

www.meningitis.org

Jodie received £798.75 in sponsorship from various businesses!

- Jodie Marron, Kilimanjaro

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Template Letter



[RECIPIENT'S NAME]
[RECIPIENT'S ADDRESS]
[TODAY'S DATE]

[YOUR NAME]
[YOUR ADDRESS]

Dear [RECIPIENT'S NAME],

My name is [YOUR NAME], and I am a student at [UNIVERSITY]. In [MONTH] [YEAR] I will be undertaking [CHALLENGE], as part of a project run by [UNIVERSITY] Raise and Give (RAG), raising money for Meningitis Research Foundation (registered charity no. 1091105). I am tasked with fundraising [TARGET] for the charity as part of this challenge, and am fundraising throughout the academic year to do so. I was wondering if [RECIPIENT NAME/COMPANY] might be able to offer a donation to the charity in support of my fundraising.

Optional: add section about your connection to the company (e.g. if you know someone who works for them etc.)

Should you be happy to provide me with a donation, your money would go towards the work of Meningitis Research Foundation, who are fighting to create a world free of meningitis and septicaemia. Students are the second largest at risk group (after babies and toddlers), which is why, as a student, this charity appealed to me as a particularly worthy cause. The money that you donate to this amazing charity will be spent on conducting research into prevention detection and treatment of the disease; raising awareness of meningitis and its symptoms and the available vaccinations etc.; and providing support for those who have been affected by the disease. Please find attached a letter from the charity authorizing me to fundraise on their behalf.

If you would like to make a donation, I have an online fundraising page where you can make donations directly which is linked below. Alternatively, you can also make donations via cheque or bank transfer – please contact me if you'd prefer to do this.

[LINK TO YOUR FUNDRAISING PAGE]

If you have any questions about the [CHALLENGE] or the charity, or if you would just like to find out more, please contact me at [YOUR EMAIL ADDRESS] or on [YOUR PHONE NUMBER].

Thank you kindly for taking the time to read about my project; I look forward to hearing from you soon.

Yours sincerely,

[YOUR SIGNATURE]
[YOUR NAME]