

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 ones that you or your family work for, for example.

What you'll need

- Template letter provided by MRF
- Letter of authority

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 you cause
- Match funding

What to offer in return

Companies are much more likely to donate to your cause if they feel that they are getting something out of it. For example, you can offer to wear a t-shirt with the company's logo when you summit Kili/Everest/ run your marathon, and emphasize that photos of this will be shared widely on your social media.

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 – most businesses will receive requests like this quite regularly and so it can be easy for your message to get forgotten.



Jodie raised £798.75!

[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] 2018 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 through 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 for me.

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 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 [KILIMANJARO/EVEREST/MARATHON] 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]