

PLATFORM

Corporate Sponsorship: Beyond the Basics **Event Recap**

On Saturday, 8 July 2017 we hosted our third workshop as part of our professional development series, PLATFORM. We welcomed twenty five participants to The Sanctuary, a newly-opened co-working and event space downtown Kingston where Toronto-based fundraising professional Alicia Rose delivered an informative and practical workshop on corporate sponsorship.



Alicia Rose has more than 12 years experience working in fundraising in the arts and nonprofit sectors. Alicia has held positions at Framework, Business for the Arts, Pathways to Education, Harbourfront Centre, and co-founded the non-profit organization *Inspire Together*.



The workshop was designed for organizations and individuals interested in learning about corporate sponsorship and particularly, the art of effective prospecting. The day began with brief introductions, allowing the participants to share details about their professional affiliations and experiences with fundraising. During the first section of the three hour workshop, Alicia shared tips and practical ways to build a prospecting list. The goal of this section was to illustrate that the first step to sponsorship is finding the right organization and the right contact.



The next part of the workshop revolved around best practices for contacting potential sponsors. Alicia suggested different approaches like phone and email, and provided examples of scripts to give participants an idea of what a successful email pitch looks like. The group shared various strategies they employ in their fundraising pitches to ensure a positive response. The examples included links to videos or additional web content, strong subject lines and concise follow-up instructions.

Activities included writing an elevator pitch and developing a clear, non-technical write-up of projects and organizations. Attendees shared their elevator pitch or organizational mandate and received feedback from attendees, as well as from Alicia. The workshop wrapped up with a question period and a chance for participants to connect and share information about current and upcoming projects.

Thanks to The Sanctuary for hosting us, Grocery Basket for the delicious snacks and coffee, and to Alicia Rose for sharing her knowledge and accepting our invitation to lead a workshop in Kingston. And thank you to all the workshop participants for coming out to learn with us on a Saturday!



Images: Karin Pryal