

# Getting Your Volunteer Program Sponsored



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# GETTING YOUR VOLUNTEER PROGRAM SPONSORED

**Attaching a sponsor to your volunteer program can offer your organization many benefits:**

- ✓ **Funding:** By turning your volunteer program into a sponsorship property, you can transform one of your most important programs into an additional funding source for your organization
- ✓ **Volunteer Recruiting:** By attaching a corporate sponsor to your volunteer program, you can work with that company to help bring new volunteers to your organization by engaging their employees
- ✓ **Enhancing Volunteer Program Profile:** When you attach the right sponsor to your program, they can help to build the brand of your volunteer program and your organization.



# **HOW TO PACKAGE YOUR VOLUNTEER PROGRAM FOR A SPONSOR**

Like all sponsorship opportunities, companies want to know why they should become involved in supporting your program.

You'll need to put together a sponsorship package that highlights all of the key elements of your program, including the profile and benefits that you will offer the sponsor in return.

This is your opportunity to “sell” the program to a potential sponsor and convince them that aligning their brand with your volunteer program is a smart decision!



# CREATING A SPONSORSHIP PITCH DECK

## Start with a story.

- Making an emotional connection with a potential sponsor is key.
- Tell a story about how your volunteer program has impacted one of your volunteers, or how a volunteer has made a difference in the experience of your audience or customer.

## Describe your organization.

- Why do you exist?
- What is your mission statement?
- Why is your work important?

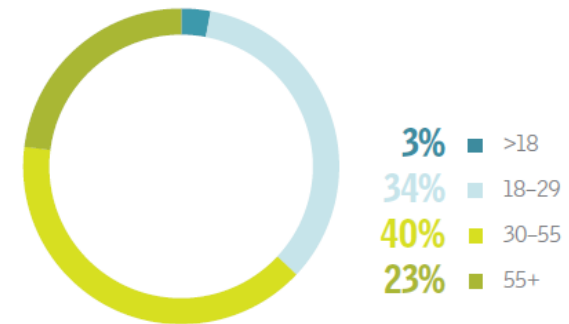




# Volunteer demographics and statistics.

- Who are your volunteers? Are the predominantly students, retirees or a mix of ages?
- How many volunteers do you have in your program?
- How many hours do volunteers contribute to your organization in a year?

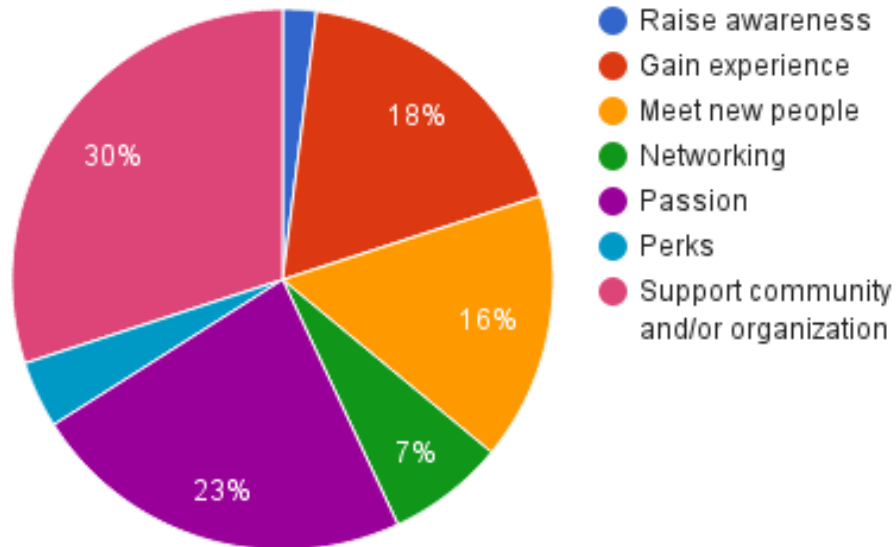
Age of volunteers





# Volunteer demographics and statistics.

- How many years has your organization had a volunteer program?
- What percentage does your program grow each year?
- Why do people volunteer with your organization?





## **WHY IS YOUR VOLUNTEER PROGRAM IMPORTANT? WHAT DO VOLUNTEERS GAIN?**

*Hot Docs welcomes over 700 volunteers who work tirelessly assisting with all aspects of the organization and our year-round projects. Without them, we could not do the work that we do.*

### **Through volunteering, our volunteers enjoy the following benefits:**

- Gain valuable festival experience and knowledge
- Contribute to Toronto's vibrant cultural community
- Join a growing network of filmmakers, students, film lovers and engaged community leaders
- Access to Hot Docs, Doc Soup and Bloor Hot Docs Cinema screenings and events
- Acknowledgement as a valuable team member



## Sponsor Benefits.

What profile, visibility and benefits will you offer your sponsor in return for their support?



## EXAMPLES OF SPONSOR PROFILE BENEFITS

“Sponsorship of a volunteer program provides the opportunity to align your brand with a high profile program that benefits hundreds of members of the community”. Customized benefits could include:

- Branded volunteer t-shirts showcasing your brand in a highly visible way to all audience members
- Advertising across all platforms recognizing your company as the official volunteer program sponsor
- Joint press release announcing your support of the volunteer program

***Be creative! Work with your sponsor to deliver customized benefits that are useful to them and that are unique to your organization!***



## Testimonials.

Hearing from some of your current volunteers about why they support your organization is a powerful sales tool! Collecting volunteer testimonials on a year-round basis will ensure that you have lots of variety to choose from.

*"I can't say enough about my experience volunteering with Jane's Walk. The festival provides a perfect opportunity to get out and explore parts of our cities that we may not have known were there. In doing so, it allows us to develop new friendships and connect with new places and ideas, as we rediscover old ones."* – Alana, 2014 Jane's Walk volunteer



## Photos.

Include a number of photos of your volunteers in action! This really helps to paint a picture of your organization and the people who are the face of your volunteer program.





## **Include a sponsorship fee.**

Always include how much the sponsorship opportunity will cost your sponsor. Determining the sponsorship fee can be tricky and there is no scientific formula! Here are some factors and tips to consider when setting your price:

- **What the market will bear?**

You need to do some research, use your network, and if you are inexperienced, get feedback from trusted colleagues outside of your organization.

- **Lead time before the event or program launch**

Short lead time doesn't give the sponsor long enough to implement the leverage plan that will turn the opportunity you're selling into the results they need.



- **Other activities and organizations in the marketplace that may be sucking up sponsorship money**
  - **Example:** PanAm games in Toronto meant that many companies had put all of their support resources towards that major event, leaving many smaller organizations struggling to find sponsorship
- **Uniqueness of what you offer and its position in the marketplace**
  - Issues or trends that make what you do more or less appealing
    - For instance, if there has been a string of scandals around an organization, the price you can charge may be lowered as a result of the perceived risk. Conversely, lots of positive press can help you to increase the fee you can charge.





**Thank You!**  
**Questions?**

