

SPONSORSHIP & FUNDRAISING

ABOUT

Robotics can be very expensive, and as we are a community team, we must do all of the fundraising ourselves, thus it is very important for us to have a clear plan and follow through year round. So far, we have raised over \$\$\$\$ through sponsorships and fundraising events.

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FUNDRAISING PLAN

RAISE MONEY THROUGH

1. Student Fees
2. Fundraising Events
 - Door to door sales
 - Crowdfunding
 - Storefront
 - Car wash
 - Raffle
3. Corporate Sponsorships
4. Teaching FLL and FTC Classes

STEPS TO TAKE

1. Send thank you items to last year's sponsors and request their continued support of the team.
2. Form a team budget
3. Review the team business plan and revise, as needed
4. Review the sponsorship packet and revise, as needed
5. Review the phone and email script for sponsorship contacts and revise, as needed
6. Review the sponsorship presentation and revise, as needed
7. Do a community analysis (who can we reach out to by phone or e-mail, and where are our priorities)
8. Follow through trying each strategy -student fees, fundraising events, sponsorships, and teaching classes
9. Maintain sponsor relationships

BUDGET OVERVIEW

1. Include
 - a. Robot parts
 - b. Tools
 - c. Storage
 - d. Travel
 - e. Team merch
 - f. Estimated prices for each item
2. Include both the necessities and dream items -you never know what could happen



BUSINESS PLAN OVERVIEW

Things to consider including (not in any particular order)

- Front Cover: Team name, number, picture, logo, title (Business Plan)
- Table of Contents
- Team Introduction
 - Current sponsor promotion
 - Executive Summary
 - Mission Statement: purpose of team, goals, vision
 - Team history
 - Team motto
 - Team statistics
 - Number of students -roster
 - Number of Freshman, Sophomores, Juniors, and Seniors
 - Number of Mentors
- Additional Team info
 - Team values
 - Team impact/outreach
 - Build process
 - Team structure: Main team structure -diagram, then sub groups upon sub groups
- Team Analysis
 - Team growth
 - Future team plans and goals -long term, short term
 - Plan to accomplish future goals
 - SWOT analysis
 - Risk and action analysis -safety plan
 - Sustainability plan
 - Team Mentors -skill sets, analysis on missing skills, strengths and weaknesses
 - Transportation plan
- Team funds
 - Team budget
 - Sponsor info
 - Current sponsors, how you maintain the relationships
- Team membership, student expectations and requirements
- Team contact and website



SPONSORSHIP PACKET OVERVIEW

Would recommend doing a short 1 page pamphlet

- Info on FIRST
- Benefits of the program
- Team organization: number of students and mentors
- Team impact
- Past achievements
- Sponsorship levels
- Sponsorship information

WRITING A PHONE SCRIPT

1. Include
 - a. Team name and number
 - b. Short overview of the program
 - c. Purpose for call
 - d. Student contact name
2. Be prepared if
 - a. Goes to voicemail
 - b. Direct contact is unavailable and must leave a message
 - c. Company is not interested
 - a. Be prepared when scheduling appointments to record
2. Record
 - a. Contact info
 - b. Important dates
 - c. If it is okay to bring the robot to demo
 - d. What part of the building to go to
 - e. How many team members can come
 - f. THANK ON PHONE

WRITING AND EMAIL SCRIPT

1. Include
 - a. Team name and number
 - b. Short overview of the program

- c. Purpose for email
- d. Student contact name
- e. A pdf of the business plan and/or the sponsorship packet

FORMING A PRESENTATION

1. Welcome/Introduction
 - a. Introduce team, introduce each team member, strong handshake, eye contact
2. History
 - a. how long have you been a team, how many team members we have
3. Accomplishments
 - a. Awards, rankings at other tournaments, proud moments
 - b. If rookie: state goals for that seasonTeam Impact
4. Robot
5. Experience
 - a. What you learn when being a part of FIRST
6. Money
 - a. How much you want to raise, how much you have raised, what funding will go towards

GIVING A PRESENTATION

1. After the Presentation
 - a. Open up to questions
 - b. Thank them for their time
 - c. Remember to record the follow-up date in the team database
 - d. THANK the potential sponsor for taking the time to meet with you
 - e. Leave team documentation for review
 - f. Shake hands on the way out
 - g. On the appropriate date, follow-up as necessary
2. Be sure to bring
 - a. Sponsorship Packet
 - b. Business card
 - c. Optional
 - i. Engineering Notebook from the previous season
 - ii. Business Plan
 - iii. Merch
 - iv. 1 page summary of the FIRST program and different levels
 - v. 1 page game summary for that year
 - vi. 1 page robot summary
3. How to conduct yourself

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- a. Be proud
 - b. Be patient
 - c. Look professional
 - d. Determine if professional clothing or team uniforms is best (may vary by sponsor)
 - e. Clothing must be clean and show no damage (ripped, torn, buttons missing, etc...)
 - f. Do not wear a hat
 - g. Do not chew gum or bring food/drink to the meeting
 - h. NO CELL PHONES – focus ALL your attention on the meeting and don't allow yourself to be distracted by ringing phones, texts, email, etc.
 - i. Create team business cards and give them to the meeting attendees at introduction
 - j. Have confident and purposeful body language
 - k. Give a strong, firm handshake looking the person in the eye when doing so
 - l. Do not slouch, cross arms, or fidget
 - m. Do not overuse hand gestures
 - n. If standing: Keep equal weight on both feet
 - o. When speaking, turn to the audience; when a co-presenter is speaking, turn your body towards them
 - p. Do not lock your knees, nothing kills a meeting like fainting
 - q. Be aware of your movement throughout the room
 - r. If sitting, DON'T: swing feet; sit on the front of the chair; and/or put elbows on the table (forearms are ok)
 - s. Speak clearly
 - t. Remember to slow down and stay calm during the presentation
 - u. Enunciate to prevent stumbling over words
 - v. Listen to other team members when they are speaking and don't interrupt
 - w. Listen carefully to the questions being asked by the potential sponsor being careful to answer the question fully
 - x. Be human and be yourself
 - y. Show your excitement and passion for the program



COMMUNITY ANALYSIS OVERVIEW | GOOGLE SHEETS

1. Create a list of local businesses that could be potential sponsors
2. Include
 - Company name
 - Status
 - current sponsor
 - former sponsor
 - potential sponsor
 - not interested
 - Current Partnership
 - if the company is a sponsor, how much they have given, what they have done for the team
 - Owe
 - what we have to do for that company (e.g. put logo on robot, send newsletter)
 - Company information
 - Phone
 - Email
 - Address
 - Website
 - Type of business
 - Their person of contact: name, title, phone
 - Student Rep for that business
 - Important dates
 - Notes

MAINTAINING SPONSOR RELATIONSHIPS

Invite them to tournaments, an end of the year event such as a picnic, celebrate victories with them, send them plaques, pictures, trophies, newsletters, keep them updated on where their money is being spent, and if there is a need for more money, make sure one student in particular is maintaining the relationship. Two-way relationship.

2019-20 FUNDRAISING | WHAT WE DID

STUDENT FEES

- We charge \$100 per student, and an additional \$100 deposit that is only cashed if we do not meet our fundraising goal. If a student is not able to pay the fee for financial reasons, it is waived.

CONTACTING BUSINESSES

- We called over a hundred businesses, assigning each student about 20 of them
- We were only able to fully connect to about 10% and were able to schedule a presentation with about 4 or 5 of them
 - Often, when a company allows you to present, they do end up sponsoring, so we got a few sponsors from them.

VISITING BUSINESSES

- After calling/emailing businesses did not seem to be working as well as we had hoped, we started walking around areas that were full of small businesses
 - We would walk in and say, “Hello, my name is _____ and I’m from an FTC robotics team called Enigma. We are currently looking for local companies to sponsor our team. Is there anyone we could talk to about that?”
 - Usually we would either get to talk to a manager and say something like “Hello, my name is _____ and I’m from an FTC robotics team called Enigma. We build robots from scratch in order to complete multiple tasks and then travel to compete against other teams. We are not school funded and we rely on local companies to sponsor our team. Is that something you guys would be interested in?”
 - We got a couple of our sponsors through this strategy, but still only about 2% of the businesses we visited actually sponsored. However, we visited hundreds of businesses, so 2% was pretty good. When looking for sponsorship, only a very small percent of companies you reach out to (especially in NM) are willing to sponsor, which is why quantity is so important.

TEACHING CLASSES

- We taught two 7 week FLL classes, which raised over \$1,500 dollars. We had 32 kids, and charged about \$60 each.

FUNDRAISING EVENTS | SEE FUNDRAISING EVENTS IN TEAM ACTIVITIES SECTION

- We did a donut and lemonade sale fundraiser
- We did a donut, water, and Christmas Ornament sale fundraiser

BIG PROJECT

We had an idea to make something that we could give to our sponsors/donors in return for their support. We decided to design our own STEM playing cards! It took a couple months of our off-season to brainstorm and design, but we are super happy with the product! Unfortunately, we have not fully figured out how to leverage them yet.



2019-20 FUNDRAISING ANALYSIS

LESSONS LEARNED

- Companies do not have a lot of time, and they don't need that much information in order to make a decision of sponsoring or not, so make the presentation short (under five minutes) and make any documents/flyers short (1 page) (such as the sponsorship packet)
- Calling companies does not seem to be the best way to get a hold of them (at least in our area)

RECOMMENDATIONS TO OTHER TEAMS

Every state and city is different, so sometimes, certain strategies work better than others

- Form the sponsor database, a phone script, and a presentation
 - Don't count on this alone. Depending on your location, sometimes companies are hard to get a hold of, but it has certainly worked well for other teams
 - It seemed that strategy was not the absolute best for where we live as we could barely get any companies to respond
- Also try sending emails to companies either asking for an appointment to present or asking for sponsorship directly, attaching your sponsorship packet and maybe even business plan
- Form a sponsorship packet (make sure it has all of the important and appealing information, but also make it short)
- Visit local companies, and ask them if you could talk to anyone about sponsorship
 - Sometimes they will let you do a presentation on the spot, so be prepared
 - Sometimes they want you to just casually talk about FIRST and FTC a little more
 - Most of the time they ask for your info (sponsorship packet) and say they will look it over
- Ask family/friends/coaches/mentors if they have any possible connections that could potentially turn into a sponsorship
- When you can (presenting, emailing, etc.), bring up any success the team has had, such as winning awards or placing high at a qualifier
- Form a business plan; this was not a very critical thing for us as far as fundraising goes, as we like to keep our "showcase" to other companies very short. However other successful teams utilize their business plan in getting sponsors and find it to be very helpful in showing the program, and how serious they are about it. Whether you use it for sponsors or not, you should still make one. It is very good for judging and keeping the team on track.
- Look for the opportunity to teach a class (we did an FLL class); it counts as outreach and fundraising. Although, you do have to buy supplies for it, and it is a time commitment.
- Keep sponsor relationships strong, because you want them to donate again next season
 - We recommend sending them newsletters, with information on how the team is doing, progress, what you have done with the money
 - Invite them to tournaments
 - Present to them at the end of the year
 - Send them plaques, trophies, pictures, etc.

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- Also when visiting or presenting to businesses, make sure to bring the robot (we didn't have one this off-season cause we're a rookie team) but if you do have one, it is very helpful in getting the message across
 - We would recommend looking at the fundraising toolkit from FIRST resources. This document was formed from someone on the team who listened and looked at everything FIRST had to offer on fundraising. This document sums it all up, but it could still be useful to look at the FIRST resources directly.
 - Try other small fundraisers if you think it has a good chance of success (like selling lemonade or doing car washes)

SPONSORSHIP

CURRENT SPONSORS

We want to acknowledge and thank our sponsors for helping us out so much!

Tetra	Leidos	Speridian	Aegis Tech.	Digital Bread	505 IT	The Sign Store
Mohr Orthodontics			Acme Iron and Metals		Ball Aerospace	

SPONSORSHIP LEVELS

We recognize that sponsorship is a two-way street or a partnership, and we want to make sure that we recognize our sponsors as they help us out so much! So, with each level of sponsorship, we have added many individual and corporate benefits in return for sponsoring our team.

In addition to the benefits below, all corporate sponsors will receive a monthly newsletter updating them on the team's progress and where the money is being spent, will get an invite to come to any of our competitions, and will also be invited to an end-of-year picnic hosted by the team.

*The cash value of in-kind donations will be used for sponsorship levels.

 BRONZE \$250-\$499 ▪ 5 PACKS OF ENIGMA PLAYING CARDS ▪ NAME/LOGO ON WEBSITE ▪ TEAM LETTER	 SILVER \$500-\$999 ▪ 10 PACKS OF ENIGMA PLAYING CARDS ▪ NAME/LOGO ON WEBSITE ▪ NAME/LOGO ON TEAM T-SHIRTS ▪ TEAM LETTER ▪ CERTIFICATE OF APPRECIATION	 GOLD \$1,000-\$2,499 ▪ 20 PACKS OF ENIGMA PLAYING CARDS ▪ NAME/LOGO ON FRONT PAGE OF WEBSITE ▪ NAME/LOGO ON TEAM T-SHIRTS ▪ NAME/LOGO ON ROBOT ▪ TEAM LETTER ▪ TEAM PHOTO PLAQUE ▪ RECOGNITION ON 1 ENIGMA SOCIAL MEDIA PLATFORM ▪ NAME/LOGO ON PIT BANNER AT COMPETITIONS	 PLATINUM \$2,500+ ▪ 35 PACKS OF ENIGMA PLAYING CARDS ▪ NAME/LOGO ON FRONT PAGE OF WEBSITE ▪ NAME/LOGO ON TEAM T-SHIRTS ▪ NAME/LOGO ON ROBOT ▪ TEAM LETTER ▪ CERTIFICATE OF APPRECIATION ▪ TEAM PHOTO PLAQUE ▪ RECOGNITION ON ALL ENIGMA SOCIAL MEDIA PLATFORMS ▪ LARGE NAME/LOGO ON PIT BANNER AT COMPETITIONS ▪ COMPANY MERCH HANDED OUT AT COMPETITIONS ▪ PERSONAL TEAM APPEARANCE WITH ROBOT AND PRESENTATION AT ONE COMPANY EVENT
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