

# How to Ask for Donations/Sponsorship

## Specific Requirements - Do your Homework

- Compile a list of prospects of individuals/companies who you feel are suitable and who you would like to approach for donations/sponsorships. Start by talking to people you know.
- Research your target – do they currently support any other charities via donation and/or sponsorship?
- Research your target's competition – do they currently support any other charities via donation and/or sponsorship?
- List the advantages for the individual/company to become a supporter of your cause.
- What level of support are you willing to offer in return for their contribution? What can you offer that may be of interest to them? E.g. promotion to your networks, opportunity to promote their business, or demonstrating how their support helps people in need.

NB: If you are running an event, you will be required to register the fundraising activity with Variety [here](#). If you are creating flyers, posters or Facebook event pages please email the material to [melissa.mcmahon@varietyqld.org.au](mailto:melissa.mcmahon@varietyqld.org.au) for approval prior to publishing. A friendly reminder to please use our proudly supporting logo.

## Things to Consider - Steps You Need to Take to Make it Happen

- Make initial contact with the individual / company.
- Provide them with an overview of Variety – the Children's Charity and your reason/s for fundraising.
- Arrange a time to meet and discuss partnership opportunities.
- Hold a meeting and have all the relevant paperwork available and ready to go. Paperwork may include a proposal for consideration which outlines the event, the people involved, the need, the promotion and the benefits. Only include benefits you know you can deliver.
- Reiterate the Variety cause and provide information about Variety's need.
- Sell the advantages to the individual/company – why should they support you?
- Query how they would feel about potentially getting on board to support you.



- Make the ask and discuss various opportunities available.
- Finalise and agree on all details of donation/sponsorship and then follow through with it in writing.
- You must provide the benefits you promise to deliver.
- Thank your supporters as soon as possible after you complete the event.
- Post-event follow-up with the outcome of the money raised for Variety kids and other relevant information.

## What Variety Queensland Can Do to Help

- We can supply you with certificates of appreciation to send to the individual/company.
- We can supply you with stories of the Variety Queensland cause and an insight into kids who we have assisted in the past.
- We have fantastic sponsorship letter and proposal templates you can personalise and use.

## Who Do I Contact to Ask Questions?

Please contact Melissa McMahon on 07 3907 9300 or via email

[melissa.mcmahon@varietyqld.org.au](mailto:melissa.mcmahon@varietyqld.org.au) .

## Checklist/Timeline

- ☐ Have I registered this fundraising activity/event via the Variety website?
- ☐ Pinpoint individual/company target.
- ☐ Develop a proposal for support.
- ☐ Contact and pitch proposal.
- ☐ Negotiate and finalise responsibilities and level of support.
- ☐ Follow through and meet requirements.
- ☐ Thank those involved.
- ☐ Deposit funds raised to Variety Queensland.

## Managing Your Funds

### Deposit the funds into our account:

Variety Queensland  
General Account  
BSB 034 072  
Account Number 201 739

### Do you have an online fundraising page?

You can donate the funds on your page

### Make out a cheque to 'Variety Queensland Inc' and post to:

Variety - the Children's  
Charity  
Unit 1, 5 Ashtan Place  
BANYO  
QLD 4014