

Steps for Attaining Business Sponsorships Through Email

1. Gather the Contact Information of the Business

The first step to sending an email to a local businesses or organizations, like a wealth management company, to receive a sponsorship is to gather the business's contact information. You can do so by just taking a few minutes to research online or use the contact information from a received business card

2. Introduce Yourself

Just like writing a letter, tell them who you are. Give a brief explanation of who you are and what organization you are a part of. Give a bit of background of FBLA and the impact it has had on you so they know what type of organization you are a part of.

3. Present your Reason for Request

The next step is to present your reason for request. Is this a general fundraiser? Are you asking for money to attend a conference? Are you raising money for charity? Let them know what the money is going towards and what your goal is.

4. Initiate your Ask

The most important part is to actually ask for a specific amount. Do you need \$10? \$25? Give them something to act on. Don't request all of your money from one place. If you need \$250, it's easier to request for a lower amount from multiple businesses. Make sure that it's clear how they should donate. Should they send you a check? Where to? Make it simple and obvious how they are supposed to help you. The more difficult it is, the less likely they are to give.

Remember to keep it concise. They don't need your whole life story, just enough background to make sense. People have short attention spans and time is money, so keep it as short as possible while covering all of your bases. Now go out there and raise some funds.