



# Youth Soccer Fundraising

**Presented by Jerry Copsinis, Field Marketing Manager, TD Bank**

# Agenda



- Organization Information
- Charitable Foundations(Grants) vs Corporations(Sponsorship)
- Grant Requests
- Sponsorship Proposals
- Types of Fundraisers
- Social Media
- Best Practices
- Questions

# Organization Information



- Type of Non For Profit, 501C-3, IRS-Determination Letter, W-9
- Mission Statement
- History
- Number of Members
- Staff/Board of Directors
- Social Media Information, website, twitter, Instagram, etc.
- Communication with Members
- Awards/Accomplishments

# Charitable Foundation Grants vs Corporate Sponsorships



- Charitable Foundations, tend to be philanthropic by corporations with specific guidelines on recognition, grant
- Sponsorships, tend to be undertaken by corporations to achieve commercial objectives

# Charitable Foundation(Grant) Requests



- Read the guidelines listed on the organization website, including timing
- A background of your organization and a history of its programs
- A description of the program including the objectives
- Need of the program including, population and the geographical area served
- A timetable of the program
- A detailed budget for the program
- A description of measurement tools you will use to determine the success of the program
- A detailed communication and public relations plans to publicize this donation and its results
- A list of your organization's Board members
- Last available audited financial statement or a copy of filed tax form, if the organization does not have an audit performed

# Sponsorship Proposals



- Timing
- Category
- Sponsorship levels
- Benefits
- Access to membership
- Couponing
- Cash vs Trade/Product
- Value
- Example

# Sponsorship Proposal Example



## 10th Anniversary Gala Concert Sponsorship Levels & Benefits

The [Organization] is grateful for the generous and sustained support of our donors who share our goal of enriching the lives of children in [County] county through choral music education and performance opportunities!

SPONSORSHIP BENEFITS	GOLD SPONSOR \$1,500+	SILVER SPONSOR \$1,000 +	BRONZE SPONSOR \$500 +
Full Color Ad Insert in Concert Program	♪		
Verbal on-stage recognition by WCC Associate Director during Concert	♪	♪	
Name recognition in all press releases and e-blasts related to event	♪	♪	♪
Name and logo placement in Concert Program	♪	♪	♪
Logo on WCC Facebook, Twitter & Instagram	♪	♪	♪
Logo on WCC event webpage	♪	♪	♪
Recognition in WCC's Annual Report	♪	♪	♪
Recognition in WCC's newsletter	♪	♪	♪
Gratis tickets to WCC's 10th Anniversary Gala Concert at Mechanics Hall	6	4	2

To learn more about [Organization] sponsorship opportunities, contact [Name], Associate Director by email at [Email] phone at [Phone]

# Types of Fundraisers



- Dinners/Special Events
- Golf Tournaments
- Restaurants
- Car Wash
- Advertising
- Auction- Silent/On-line
- 50/50 Raffles



# Social Media



- Facebook
- Website
- Twitter
- Instagram
- Snapchat

# Best Practices



- Timing
- Research
- Organized
- Board Members
- Persistence
- Opportunistic/Resourceful

# Questions



## Contact Information

**Jerry Copsinis,  
Field Marketing Manager, TD Bank**

**Jerry.Copsinis@td.com**