

# Sponsorship Instructions



We encourage all our trainees to find sponsors to help them cover the program fee. This is an excellent option because it will raise awareness about your vision for your community and the training you will be receiving with our program. **The sponsors you find will become your first supporters and advocates for your work!**

As you ask people to sponsor your participation in our program, you must do the following.

1. In order for the contribution to count towards your program fee, sponsors must make the donation here: [https://cultivatetraining.org/sponsor\\_trainee/](https://cultivatetraining.org/sponsor_trainee/). If they make a contribution using our donate button or elsewhere on our website, it will not count towards your program fee.
2. Make sure your sponsors understand the value of their contribution! Instead of telling them you need support, share what difference this training will make in your growth as a leader and for your community program.
3. As contributions are made on your behalf, we will email you an updated amount and indicate who sponsored you. Be sure to thank each sponsor for their help! It is best to mail them a thank you card, but if that is not possible, send them a personalized, thoughtful email instead. Thank you cards or emails should be sent no later than 3-5 days after receiving the confirmation of the sponsor's donation so your sponsors are properly appreciated.

## How to Find Sponsors

We suggest you complete the following tasks to find enough sponsors for your training:

1. On social media, announce to your followers that you have been accepted into our training program. Ask them to consider making a contribution to sponsor you. Make sure to add the link above so that they can contribute right away! However, you should also let people know you are happy to share more either in person, via messages, or phone call.
2. Create a list of all the people you know that you can ask to sponsor you. Do not limit this list to people you think have the money to give! Sometimes, the most generous people may have very little, and you may be surprised. Give everyone the opportunity to make that choice themselves. Once your list is created, send each person an email, WhatsApp message, or text message. Then, follow up with each person by making a phone call within one week of sending the email or message. Making this phone call is very important, so be sure to add it to your calendar or reminders list!
3. Make a list of community organizations, churches, faith groups, businesses, or other civic groups you have connections to. Send an email or make a phone call to ask each group to sponsor you. Make sure to follow up with them if you do not hear back from them right away!

# Social Media Ideas

On your social media accounts (such as Facebook, Twitter, Instagram, or LinkedIn), announce to your followers that you have been accepted into our training program. Ask people to consider making a contribution to sponsor you.

Suggested posts:

1. Help me today! I have been accepted into Cultivate's leadership & community development training program where I'll earn a **Certificate of Accomplishment in Social Impact Leadership & Organizational Management**. Would you make a contribution to sponsor me? Your support would allow me access to their year-long training program that will teach me how to become a better leader for *[insert the name of your program or organization here]* and have a greater impact in my community. I'll receive over 24 hours of personalized coaching and will learn best practices for community development, leadership, fundraising, financial management, and much more. The program gives me access to training, coaching, and resources I know I need! To learn more about Cultivate and to make a contribution, please visit:

[https://cultivatetraining.org/sponsor\\_trainee/](https://cultivatetraining.org/sponsor_trainee/)

2. I've got a big announcement! I have been accepted into Cultivate's leadership & community development training program where I'll earn a **Certificate of Accomplishment in Social Impact Leadership & Organizational Management**. I am so excited about this opportunity, but I need your help. I cannot afford the \$2495 fee for this program; would you make a contribution to sponsor me? Your support would help me access their year-long training program that will teach me how to become a better leader for *[insert the name of your program or organization here]* and have a greater impact in my community. I will learn best practices for community development, leadership, fundraising, financial management, and much more. The program gives me access to training, coaching, and resources that I know I need! To learn more about Cultivate and to make a contribution, please go to: [https://cultivatetraining.org/sponsor\\_trainee/](https://cultivatetraining.org/sponsor_trainee/)

3. I've got a great opportunity, but I need your help. My dream is to lead *[insert the name of your program or organization here]* and have a greater impact in my community. You know that *[insert a comment about the needs in your community here]*, and I have worked diligently for change. Now, I have the chance to receive training through Cultivate's leadership & community development training program, but I cannot afford the \$2495 fee for this program. Would you make a contribution to sponsor me? Your support would allow me to access their year-long training program that will teach me how to become a better leader for my community and have a greater impact. I will learn best practices for community development, leadership, fundraising, financial management, and much more. The program gives me access to training, coaching, and resources I need! To learn more about Cultivate and to make a contribution, please go to:

[https://cultivatetraining.org/sponsor\\_trainee/](https://cultivatetraining.org/sponsor_trainee/)

4. Support *[insert the name of your program or organization here]* by helping me access a leadership development program which will train me in fundraising, communications, and much more. To learn more about this program and make a contribution, visit:

[https://cultivatetraining.org/sponsor\\_trainee/](https://cultivatetraining.org/sponsor_trainee/)

It is always best to include pictures with your social media posts. Add pictures of you and your family, your community, and even your program if it is already running. Pictures help people connect to the need and impact, which always helps!

# Ask People You Know

Create a list of all the people you know that you can ask to sponsor you. As we said before, do not limit this list to only people you think have money to give! Generosity is not determined by wealth. The more people you can ask, the better!

Once your list is created, send each person an email, WhatsApp message, or text message. Then follow up with each person by making a phone call within one week of sending the email or message. Making this phone call is very important, so make sure to add these dates into your calendar or reminders list!

Suggested email or message:

1. Dear [*insert person's name*],  
How are you? How is your family? I am well and [*insert some details about things you are working on, something you are excited about, news about your family, etc.*]

I would like to ask you to consider helping me today. I have been accepted into Cultivate's year-long leadership & community development training program where I'll earn a **Certificate of Accomplishment in Social Impact Leadership & Organizational Management**, but I cannot afford the \$2495 fee for this program. Would you make a contribution to sponsor me? Your support would allow me access to their training program that will teach me how to become a better leader for [*insert the name of your program or organization here*] and have a greater impact in my community. I will learn best practices for community development, leadership, fundraising, financial management, and much more. The program gives me access to training, coaching, and resources I need! To learn more about Cultivate and to make a contribution, please go to: [https://cultivatetraining.org/sponsor\\_trainee/](https://cultivatetraining.org/sponsor_trainee/)

I would appreciate your support! Please connect with me if you have any questions. *Your name*

Now, before calling the person, review the sponsorship page so you can answer their questions. Make sure to review it as soon as possible, so you can ask us any questions if need be!

[https://cultivatetraining.org/sponsor\\_trainee/](https://cultivatetraining.org/sponsor_trainee/) Then, within 5-7 days of sending the email or message, call the person on the phone (or use WhatsApp, Skype, or other voice calling app). Ideally, you want to talk to this person, not just message them. Ask them if they received your email or message, tell them why you are excited to participate in the training program, ask them if they have any questions, and finally - ask them to support you financially. We know asking someone for financial support can be scary. This is just the first step! To run your organization, you will need to do a lot of fundraising, and it can be hard. This is great practice for you!

Here is an example phone call:

1. Hello! How are you?

*[Spend a few minutes asking about their life, family, work, etc.]*

2. I am calling to see if you were able to think about the email/message I sent you a few days ago.

*[Give the person a chance to respond. If they did not receive it or have not had time to read it, explain to them what your email or message said. If the person says they did receive it, but don't want to help you, then go to #4 below – don't just accept their no but ask them to think about it again].*

3. I am so excited to participate in this program. I believe it will help me to run [*name of your organization*] more successfully and have a deeper impact in my community. Their program will offer me training, coaching, and financial assistance to raise support. These are all resources I really need at this time. Do you have any questions about the training program?

4. As I shared with you, there is a \$2495 fee to access the training program. Cultivate will give me so much, I know the fee is worth it! This one year program will offer me training and coaching, and connect me with other trainees across the world. I cannot afford to pay the fee, and any contribution you can make will help me. Would you be willing to sponsor me for some or all of the amount?

5. [At this point pause, and do not talk. Give the person a chance to respond. Do not continue talking until the person gives you an answer.]

6. [If the person says no] Thank you so much for considering this. I really appreciate it. Can I send you emails in the future to keep you updated on my work with [name of your organization]?

[If the person says yes] Thank you so much! I am so grateful for your support. The easiest way to make a contribution is online. Do you still have my email/message with the link to give? If not, I can send it to you again. Can I also send you emails in the future to keep you updated on my work with [name of your organization]?

7. Thank you for taking the time to speak with me. I hope you have a wonderful day!

If the person wants to support you, ask them first to give online at [https://cultivatetraining.org/sponsor\\_trainee/](https://cultivatetraining.org/sponsor_trainee/). If they are in the USA and do not want to pay online, they can send a check instead. All checks should be made out to **Cultivate** and include a note indicating the contribution is on your behalf so we can properly credit it to your account. Checks should be mailed to Cultivate at:

*Cultivate  
17341 Idlewood Court  
Lakeville, MN 55044*

## Ask Businesses and Organizations

Make a list of community organizations, churches, faith groups, businesses, or other civic groups you have connections to. Next, send an email or make a phone call to your contact in these groups and ask if they can sponsor you. Follow the same process as above, email the organization and then follow up with a phone call no more than 5-7 days later.

Here is a suggested email/message you can send to a business or organization:

Dear [insert contact person's name],

I know [insert organization name] is committed to making this world better for all through their mission. My work with [insert the name of your organization] is committed to [insert some details of what your organization does, or will do – what is the focus of your work? What are you trying to achieve?] As we do our work, we need people like you to stand with us and support us!

I would like to ask you to consider helping me today. I have been accepted into Cultivate's leadership & community development training program where I'll earn a **Certificate of Accomplishment in Social Impact Leadership & Organizational Management**, but I cannot afford the \$2495 fee for this program. Would you make a contribution to sponsor me? Your support would allow me access to their year-long training program and will teach me how to become a better leader for [insert the name of your program or organization here]. I know this program will allow me to have a greater impact in my community by teaching me best practices for community development, leadership, fundraising,

financial management, and much more. The program gives me access to training, coaching, and resources I need! To learn more about Cultivate and to make a contribution, please go to:

[https://cultivatetraining.org/sponsor\\_trainee/](https://cultivatetraining.org/sponsor_trainee/)

I would greatly appreciate your support! Please connect with me if you have any questions. *Your name*

Another suggested email/message to a business in your own community:

Dear [*insert person's name*],

I know [*insert business name*] is respected by those in our community. Did you know that worldwide, over 50% of customers say they will choose to work businesses they know are committed to improving their community, even if the prices are higher? Socially-responsible businesses are vital to our community!

My work with [*insert the name of your organization*] is committed to making our community stronger through our mission to [*insert some details of what your organization does, or will do – what is the focus of your work? What are you trying to achieve?*] As we do our work, we need other community members and businesses like you to stand with us and support us!

I would like to ask you to consider supporting me today. I have been accepted into Cultivate's leadership & community development training program, but I cannot afford the \$2495 fee for this program. Would you make a contribution to sponsor me? This will allow me to access their year-long training program and will teach me how to become a better leader for [*insert the name of your program or organization here*]. Through this training, I can have a greater impact in my community as I learn best practices for community development, leadership, fundraising, financial management, and much more. The program gives me access to training, coaching, and resources I know I need! To learn more about Cultivate and to make a contribution, please go to:

[https://cultivatetraining.org/sponsor\\_trainee/](https://cultivatetraining.org/sponsor_trainee/)

I would greatly appreciate your support! Please connect with me if you have any questions. *Your name*

Follow the same suggestions for the personal call as for the business calls.

Here is a suggestion for the phone call:

1. Hello! How are you?

*[spend a few minutes introducing yourself, as likely this person may not know you well, and feel free to ask questions about them]*

2. I am calling to see if you were able to think about the email/message I sent you a few days ago.

*[Give the person a chance to respond. If they did not receive it, explain to them what the email or message said. If the person says they did receive it, but don't want to help you, then go to #4 below – don't just accept their no but ask them to think about it again].*

3. I am so excited to participate in this program. I know it will help me lead [**name of your organization**] more successfully and have a deeper impact in our community. Their program will offer me training and coaching, and assistance to raise support. Imagine the impact we could have in our community! Do you have any questions about the training program?
4. As I shared with you, there is a \$2495 fee to access the training program. Cultivate will give me so much, I know the fee is worth it! In this one year program, not only will I receive training and coaching, but I will connect with other leaders across the world. I cannot afford to pay the fee, and any contribution you can make will help me. If you choose to sponsor all or part of my training, I would like to let others know your business is supporting us by [*insert here where you could let others know, such as their logo on your website, your organization's sign, on brochures, in emails, etc.*] If you did not yet know, people are much more likely to support a business or organization if they know it stands behind our community's advancement! Are you able to support me today?
5. [**At this point pause, and do not talk. Give the person a chance to respond. Do not continue talking until the person gives you an answer.**]
6. [**If the person says no**] Thank you for considering supporting me! I greatly appreciate it. Can I send you emails in the future to keep you updated on my work with [**name of your organization**]?  
  
[**If the person says yes**] Thank you so much! I am so grateful for your support. The easiest way to make a contribution is online. Do you still have my email/message with the link to give? If not, I can send it to you again. Can I also send you some emails in the future to keep you updated on my work with [**name of your organization**]?
7. Thank you for taking the time to speak with me. I hope you have a wonderful day!

If the person wants to support you, ask them first to give online at [https://cultivatetraining.org/sponsor\\_trainee/](https://cultivatetraining.org/sponsor_trainee/). If they are in the USA and do not want to pay online, they can send a check instead. All checks should be made out to **Cultivate** and include a note indicating the contribution is on your behalf so we can properly credit it to your account. Checks should be mailed to Cultivate at:

*Cultivate  
17341 Idlewood Court  
Lakeville, MN 55044*

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Hopefully, this will be a great start to finding sponsors! If you would like any help writing, or if you would like us to review any of your emails, messages, or outlines for the phone calls, we'd be happy to help you! Email us what you have (elaine@cultivatetraining.org), and we will edit it and add any suggestions we have! Make sure to allow at least a week for us to get back to you with our edits and suggestions.