

Sponsor Stewardship



Maintaining a relationship with your sponsors is so important! Your sponsors can easily become the first people to donate to your organization. They have already shown they are committed to your growth as a community leader, so they will likely be committed to your organization. But you must maintain a relationship with your sponsors throughout your training with Cultivate.

We encourage you to do all these things:

- 1.** Immediately after receiving the sponsorship (Cultivate will email you when this happens), send a thank you card, email, letter, or phone call to the sponsor. Tell them how grateful you are for their support.
- 2.** As you complete each course, send them a short (no more than 1-3 sentences!) message using email or text to tell them about something you learned in the course and how you will be using this new knowledge to make a difference in your community.
- 3.** Once you have completed your Business Plan (in the Program Design course), email them a copy. Again, tell them how the program is helping you and how you will use this information to make a difference in your community.
- 4.** Once you have completed the full program, send them another email, card, or phone call to say thank you. Share in more details your plans for the future of your community work, and if you are ready to accept donations, invite them to become your first donors.