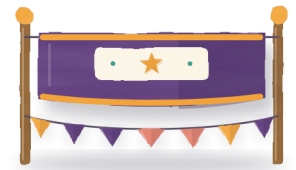


Start Here

What is in this starter and how to raise your first sponsorships with it



WHO IT IS FOR

Volunteer organizers and coaches raising money for a youth sports team's season. It works for any sport and any age group.

HOW TO USE THIS STARTER

- 1 Read how to fill in your details (page 2).
- 2 Set your sponsor levels and amounts on the level sheet (page 4).
- 3 Fill in the letter (page 3) and send it with the level sheet.
- 4 Log every ask and answer on the outreach tracker (page 5).
- 5 Write every gift in the donation log (page 6).
- 6 Send a thank-you card to every sponsor (page 7).

WHO TO ASK FIRST

- Businesses team families already use
- Places where team parents work
- Restaurants, cafés and bakeries
- Dentists, real estate and insurance offices
- Hardware, garden and auto shops

YOUR FIRST WEEK

- ☐ Fill in the letter and the level sheet
- ☐ Pick five businesses to ask first
- ☐ Deliver the letter with the level sheet
- ☐ Log each ask on the outreach tracker
- ☐ Follow up a week later

IN THIS STARTER

- 01 Start Here
- 02 How to Fill In Your Details
- 03 Sponsorship Request Letter
- 04 Sponsor Levels
- 05 Outreach Tracker
- 06 Donation and Contribution Log
- 07 Sponsor Thank-You Cards

GROUND RULES

- | | |
|--------------------------------|--|
| WRITE IT DOWN | Every ask, every promise and every dollar goes on a log the day it happens. |
| TWO ADULTS, ALWAYS | Count, carry and deposit money with two adults present. |
| PROMISE WHAT YOU CAN DO | Offer thank-yous your volunteers can really deliver this season. |
| THANK EVERYONE | Thank every sponsor and donor within a week, and again at the end of the season. |

BEFORE YOU DESCRIBE ANY PAYMENT

Whether a sponsorship or donation is tax-deductible depends on your organization's status and what the sponsor receives in return. Confirm with your league, treasurer or a tax professional before describing any payment as deductible.

OUR TEAM

Team _____

Season _____

Fundraising lead _____

Treasurer _____

Season goal _____

How to Fill In Your Details

Placeholders in the letter and level sheet; write-in tables everywhere else



SPOT THE PLACEHOLDERS

Words in square brackets on a tinted band, like **[Team name]**, are placeholders. Replace each one, brackets and all, with your own details before you print or send anything.

THREE WAYS TO FILL THEM IN

1 In BoboCreate

Open the free editable .bobo file, click into the text, select the whole placeholder, from the opening bracket to the closing one, and type. Your words replace it and the tint goes with it.

2 On paper

The outreach tracker and the donation log are labelled write-in tables: print them and fill them in with a pen.

3 Check before you send

Search the page for a bracket. If you find one, a placeholder is still waiting for your details.

EVERY PLACEHOLDER IN THIS STARTER

[Team name] Your team's name, as sponsors will see it

[Sport] The sport your team plays

[Age group] Your age group, for example U10

[Town] Your town or neighborhood

[Season] The season, for example spring or fall

[Number of players] How many players are on the team

[Your name] The person who signs and sends it

[Your role] Coach, team manager or fundraising volunteer

[Phone] A number sponsors can call or text

[Email] An address sponsors can write to

[Contact name] The person you are writing to

[Business name] The business or person you are asking or thanking

[Goal amount] Your fundraising goal for the season

[What the money pays for] For example uniforms and tournament entry

[Reply date] The date you would like an answer by

[Amount] The amount you set for this sponsor level

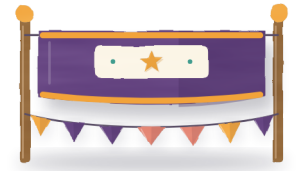
[Benefit] A thank-you you will give at this level

Before you print or send, look for any square bracket left on the page. If you find one, a placeholder still needs your details.

[Team name]

[Age group] [Sport] · [Town]

[Phone] · [Email]



Subject: Sponsorship request from [Team name]

Dear [Contact name],

My name is [Your name], and I am the [Your role] for [Team name], a [Age group] [Sport] team of [Number of players] players from [Town]. I am writing to ask whether [Business name] would sponsor our team this [Season].

Our goal is to raise [Goal amount] for [What the money pays for]. Every player on the team benefits, and local support helps keep the season within reach for more families.

We have set up a few sponsor levels, described on the sheet with this letter. Each level comes with ways to thank you in front of our families, from your name on our sponsor sign to a thank-you post. If you would like to help in another way, we would be glad to talk.

Could you let me know by [Reply date]? You can reach me at [Phone] or [Email], and I am happy to stop by at a time that suits you.

Thank you for considering our team.

Sincerely,

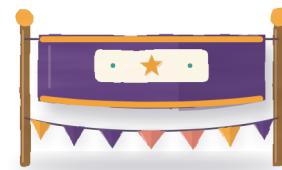
[Your name]

[Your role], [Team name]



Sponsor Levels

[Team name] · [Age group] [Sport] · [Season]



We are raising [Goal amount] for [What the money pays for]. Choose the level that suits your business, or ask us about another way to help.

Captain's Circle

[Amount]

Our lead sponsor for the season

- [Benefit]
- [Benefit]
- [Benefit]

Starting Lineup

[Amount]

A major supporter of the season

- [Benefit]
- [Benefit]
- [Benefit]

Home Crowd

[Amount]

A local business in our corner

- [Benefit]
- [Benefit]

Team Friend

[Amount]

Every gift helps the team

- [Benefit]
- [Benefit]

WHY SPONSOR OUR TEAM

- ★ Support young players from [Town].
- ★ Help keep the season affordable for every family.
- ★ Give money or an item: both are thanked.

Prefer to give an item or a service instead of money? We are glad to thank in-kind sponsors at the level that fits the gift.

To sponsor, contact [Your name] at [Phone] or [Email].

Outreach Tracker

Every business you ask: when, how, the answer and what happens next



How: L letter, V visit, C call, E email. Answer: Y yes, N no, M maybe.

[illegible]

FOLLOWING UP

Follow up about a week after each ask. A “maybe” is worth one more friendly visit; a “no” gets a thank-you for considering.

Donation and Contribution Log

Every gift, cash, check or item, the day it arrives, and the date you said thank you



Write every gift, cash, check or item, the day it arrives. The thanked-on column makes sure nobody is missed.

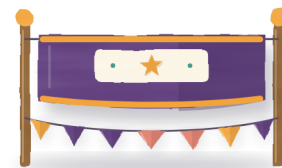
How given: C cash, K check, I item, O other.

[illegible]

Page total Carried to next page Checked by

Sponsor Thank-You Cards

Four cards to cut out and write by hand



Cut out the cards and write a short note on each. One idea: "Thank you for sponsoring [Team name] this [Season]. Your support helps every player on our team."



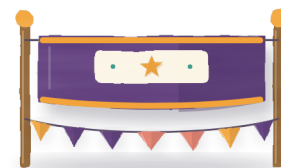
Thank You

for sponsoring our team

To _____

From _____

SPONSOR THANK-YOU



Thank You

for sponsoring our team

To _____

From _____

SPONSOR THANK-YOU



Thank You

for sponsoring our team

To _____

From _____

SPONSOR THANK-YOU



Thank You

for sponsoring our team

To _____

From _____

SPONSOR THANK-YOU