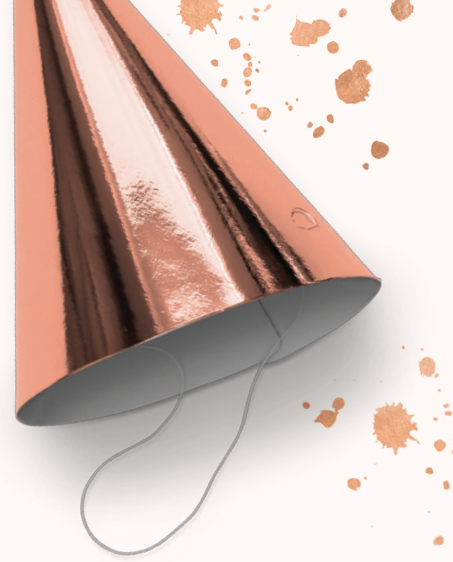


# HOW TO GET THE SUPPORT OF LOCAL BUSINESS



## PLAN & PREPARE

- Identify a list of items that might be needed for your Girls' Night In event and which businesses could assist in sourcing or supplying them e.g. raffle/door prizes, items for an auction.
- Give yourself enough time to plan this out.
- Approach local businesses well in advance of your event as they might take a while to get back to you.
- Make sure you have all the documentation you need. You can use your authority to fundraise letter to show the business you are raising funds for Cancer Council.
- Identify who the decision makers in the business are. Aim to communicate with them in a non peak time when they have time to listen and talk.

## INTRODUCE

- It's always best to introduce yourself in person rather than over the phone or email to help build a relationship with the business and your contacts there.
- Let them know you are a volunteer, explain that you are fundraising for Cancer Council's Girls' Night In. Show your enthusiasm for the cause and why it's important to you.
- Remember to keep it brief.

## MAKE THE ASK

- When making your ask be professional and courteous, offer to provide your authority to fundraise letter.
- Make sure you are asking for a specific item/ service and include a timeframe for a response.
- If the business cannot support with a donated item/service then ask if there is a charitable discount they could provide.

## THANKS

- Regardless of the answer, always thank your contacts.
- If they say yes, be sure to complete any paperwork they might need and send a personalised thank you to the business. You could include how much money was raised at your event in your thank you note.

