

CROHN'S AND COLITIS CANADA

crohnsandcolitis.ca



SPONSORSHIPS TRAINING 2022

Please go to the [link](#) to watch the recording.

crohnsandcolitis.ca

FIRST..... A BIG THANK YOU!



Evelyn Bray

Manager, Sponsorships & Cause Marketing



- **Diagnosed** with IBD a year ago
- Used to be dedicated to cleaning the oceans, **now dedicated** to finding a cure for Crohn's and Colitis
- Worked on the **agency side and in-house**
- **Leading the build** of our overall sponsorship and cause marketing program
- **Fun Fact:** I've worked with celebrities you might know. No they aren't as cool as you think.

GOAL

To **equip and empower** you to create and manage long-term, beneficial, high-impact and high-return community sponsorships.

| HOW?

TODAY WE WILL COVER:

- 1) Partnership Impact & Potential for Crohn's and Colitis Canada
- 2) Prospecting: Where do I start?
- 3) Soliciting: How do I reach out?
- 4) Qualifying: They're interested, now what?
- 5) Management: They've accepted, am I done?
- 6) Growth & Retention: The Gutsy Walk is over, see them next year?
- 7) Tools, processes & support

Partnership Impact & Potential for Crohn's and Colitis Canada

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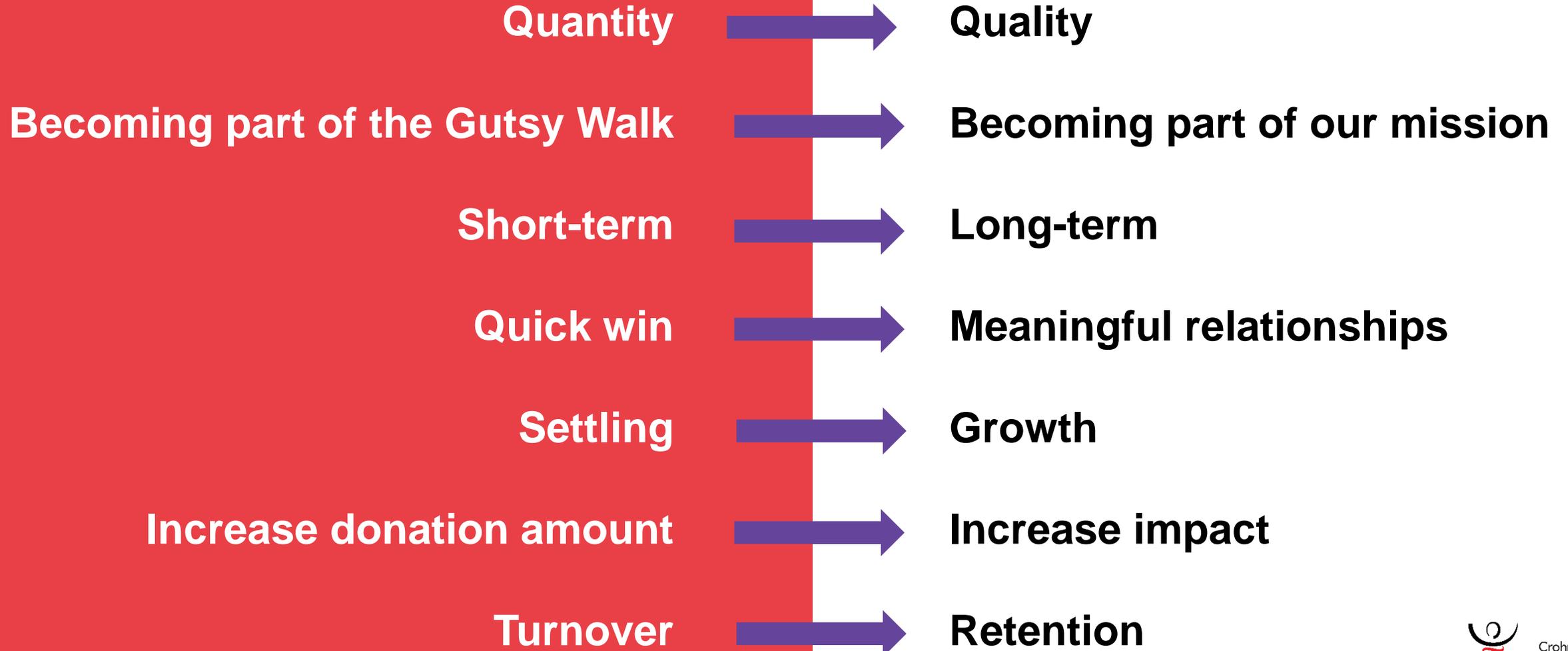
OUR CURRENT CORPORATE SPONSOR NETWORK



Benefits of Corporate Sponsorships for Crohn's and Colitis Canada:

- 1) Corporations open **closed doors** – opportunities, reach, revenue, resources, experience, etc.
- 2) They can build our **brand, reputation and credibility**.
- 3) Help build a larger and **more dedicated community**.
- 4) Raise **awareness and recognition**.
- 5) Increase **revenue**.

A SHIFT IN MENTALITY





\$140,000 Goal / 60 Gutsy Walk Locations = \$2,300 per location

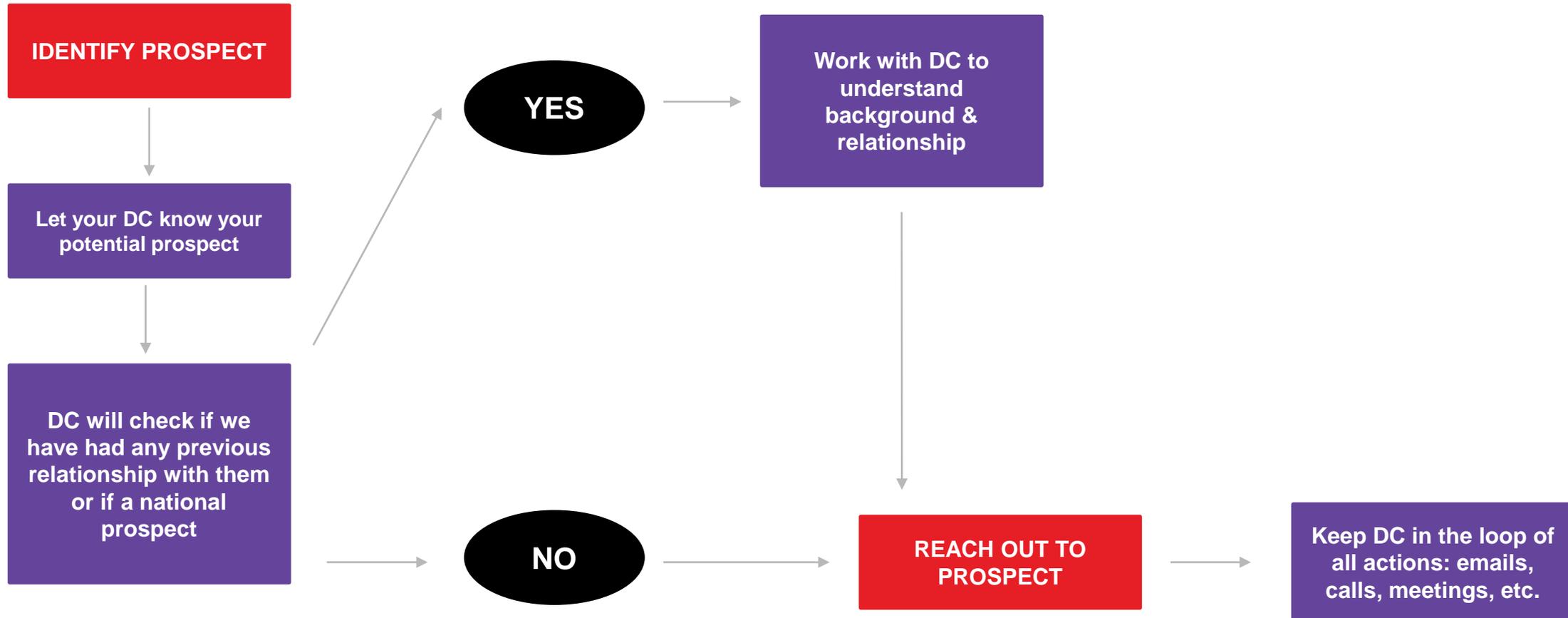
WE GOT THIS!

Prospecting: Where do I start?

MAKING A GREAT PROSPECTING LIST

TYPE OF PROSPECT	WHO?
#1: Relational Connections	<ul style="list-style-type: none"> • Friends • Family • Professional Contacts
#2: Past sponsors / supporters	<ul style="list-style-type: none"> • Past Gutsy Walk sponsors • Past Gutsy Walk corporate donors who want to increase their impact
#3: Targeted corporates providing opportunity for our mission	<ul style="list-style-type: none"> • Healthcare and Healthcare Products • Food Production, Services, and Retail • Financial Services • Who supports charities in your community?

THE PROCESS: HOW DO I KEEP TRACK OF PROSPECTS?



Soliciting: How do I reach out?

BEFORE YOU REACH OUT.....

PUT YOURSELF IN THEIR SHOES 😊

Think about these questions while crafting your pitch (and do the research):

- What are your potential sponsor's **interests**?
- Who are your potential sponsor's **audience**?
- What **connections** does the sponsor's brand or contact have to our mission?
- What **information / data / story** from Crohn's and Colitis Canada will resonate with them?
- What are the potential sponsor's **overall goals**?
- What **'problem'** could you help them solve?
- What is your **WHY**? Would your story help connect them further to our mission?

HERE'S AN EXAMPLE 😊 - Apache Pipelines 1/2

WHAT WE KNOW:

- They are a past Gutsy Walk sponsor
- We have not been good at fostering the relationship / communication
- We know each year they do select a charity to work with (and know the past charities they have been working with.)
- Their employees are of utmost importance to them, and they love to be active in their community
- Proudly a Canadian company
- Past contact is their President

HOW TO CRAFT OUR PITCH:

- Acknowledge and mention in your email
- Acknowledge, apologize and let them know how we are planning to be better in the future
- Mention we know impacting Canadian communities is important to the,
- Mention their employees and how we can support them in getting them even more active in their community
- Mention Canada or Canadian
- Mention we know that their time is very valuable

HERE'S AN EXAMPLE 😊 - Apache Pipelines 2/2

Hello Stu!

We hope your 2022 has been off to a good start! The past couple of years have not been the easiest, but we only wish good things to you and your loved ones.

Firstly, allow me to introduce myself. I'm Evelyn Bray Crohn's and Colitis Canada's new Sponsorships and Cause Marketing Manager. As the organization moves forward under new leadership, long-term, high-value and high-impact relationships are a priority.

We are so thankful for your 2017 Edmonton Gutsy Walk support. On behalf of the organization, we apologize for the lack of communication over the past couple of years. This is something we are working to drastically improve and hope our actions in the upcoming months will reflect our priorities.

Our 2022 Gutsy Walk is coming up and we wanted to reconnect because of your dedication to positively impacting Canadian communities, the opportunity for your employees to get actively involved with our cause and to see how we can create a long-term, high-impact relationship moving forward.

As we know your time is valuable, we would love to have a quick 30 mins of your time for an introductory call. Get to know each other better, update one another on what is going on at both organizations and see what synergies there are moving forward.

Let me know what date and times work for you – and Katrina (our Edmonton representative in cc) will book in a call for us all. Thanks so much for your time and we look forward to hearing from you soon!

Best regards,
Evelyn Bray

METHODS TO REACH OUT

ASK YOURSELF:

- What method will give me the **best chance of success**?
- And if one way doesn't work, what is my **backup plan**?



IN-PERSON



PHONE



EMAIL

YOU'RE IN THE CONVERSATION: QUESTIONS & TIPS

QUESTIONS:

- What is important to them? (Marketing, employee engagement, etc.)
- How are they trying to grow their business?
- What difficulties have they been facing throughout the pandemic?
- Any dealbreaker for investigating a long-term sponsorship together?

TIPS:

- Show you truly care by listening carefully to what they have to say
- Empathize – there is a person on the other side of your pitch
- Any worries they bring up, try to answer with potential solutions
- Ensure you ask for the appropriate contact to send your proposal too
- Have some materials to leave behind, to ensure you stay top of mind

HERE'S AN EXAMPLE 😊 – HelloFresh

QUESTIONS I ASKED:

- What was is their **corporate social responsibility strategy**?
- What **programs** have been important for them?
- Are there particular **groups of people** they are trying to reach and in **what areas**?
- Do they have **knowledge** on Crohn's and Colitis Canada (usually a personal tie will come up here)?
- **Recent sponsorships**?
- What she thinks about **working together**?

RESPONSE:

- Overall strategy is currently in the works
- Working with youth & healthy food choices, but are looking to expand
- Youth, the elderly & growing their market in BC
- Knew about the diseases, grandfather suffered from Crohn's
- Recently sponsored the SunRun in Vancouver
- Really excited about working together and wants to explore further

**Qualifying: They're interested,
now what?**

TIME TO GET YOUR DC INVOLVED!

- The **MOST IMPORTANT** thing to keep in mind: your offer should be **TAILORED** 😊 based on research and information you gained from your conversation with them.
- Your DC should be introduced into the conversation.
- Jointly, it's time to proceed with the offer and then the conversation on what will work for both sides.
- The contracts to be signed then need to be handled by your DC internally.

A little back and forth



**Management: They've accepted,
am I done?**

NOOOOOOOOOOOOOO!!!!!!!!!!!!!!



FIND A WAY OF WORKING WITH YOUR DC

- **Who will be the primary point of contact?**
 - If the volunteer, then the DC should be cc'ed in all communication
 - If the DC, decide whether you as the volunteer want to still be included in all correspondence
- **To be ready for the walk, make sure to communicate with your DC so the community sponsor gets all entitlements delivered to them.**

It's a balance



Ongoing Communication

Good times to reach out to community sponsors:



When we have exciting news



Ensuring we are following up on our sponsorship activations



When it's been very silent for a very long time – and it would be good to check-in.

Growth & Retention: The Gutsy Walk is over, see them next year?

This deserves its own training ;)



But some things to keep in mind until then:

- Cliché maybe – but people won't remember what you did, but **how you made them feel**.
- Make them feel excited, pumped, special, appreciated, like **you want to build something with them** and take them along for the ride.
- Think in **opportunities** – maybe it's a gala, maybe its next year's Gutsy Walk
- Remember bringing them on as a community sponsor is **just the first step!**

Tools, processes & support

ROLES

AS A VOLUNTEER YOU ARE EXPECTED TO:

- **Be responsible** for the potential sponsors you reach out to
- Keep your DC **updated** on all actions
- **Be responsible for bringing your DC into the conversation** when it comes to deciding what to offer a potential sponsor (qualifying)
- Responsible for bringing your DC into the conversation when a contract is to be signed (solicitation)
- Once agreement is signed, you can continue to be **involved in the sponsors management**, but your DC is the primary relationship holder

YOUR DC IS EXPECTED TO:

- **Be accountable** for community sponsorship (so they can pass along the responsibility to you, but remain accountable for the outcome.)
- Be there as your **support**, to step in when crafting an offer to a potential sponsor and making sure the contract is signed
- Be the **primary relationship manager** for all confirmed community sponsors
- **Be accountable to the organization**, and ensure we are fostering long-term beneficial partnerships

TOOLS

YOUR **TOOLKIT** INCLUDES:

- Initial Pitch Templates
- Email Templates
- Phone Call Template
- Key Messages (Gutsy Walk & Crohn's and Colitis Canada Overall)
- Sponsorship Proposal Deck

WHEN TO REACH OUT TO WHO

WHO?	WHEN?
Evelyn	Any questions / comments on sponsorships in general
DC	All and any updates regarding community sponsorships
Neval	All sponsor deliverables (ie. Sponsor activations such as website, logos, etc.) (should go via your DC.)

KNOW WE ARE HERE FOR YOU



THANK YOU SO MUCH! GO ROCK IT!

