

Tips to Secure Partners

1. Don't be afraid to ask. You have nothing to lose and everything to gain! And even if you get shot down this time, sometimes a "no" today can turn into a "yes" tomorrow.
2. Make a plan. Before contacting potential sponsors, you will need to determine how you envision the partnership. Are you looking for money, products, or human resources? How much money do you need? What can you offer in return that will benefit the sponsor? Will you call, email, or visit in-person? It will be much easier to answer questions from potential partners if you have created a plan first.
3. Determine which organizations are a "good fit." Which businesses might have a natural connection with what you are doing? Target your efforts on these companies first. For example, banks like to support TREP\$ because it promotes financial literacy. It will be much easier to get a yes from a business that appreciates what your program is trying to accomplish.
4. Sell advertising. Local businesses and organizations are often interested in sponsoring school events if it will help get them noticed. Does your program have an event with a program, banners, or other signage? Businesses are often willing to pay for advertising, especially if your audience is a good match with their goods or services. Be prepared to give potential advertisers an estimate of how many people their ad will reach.
5. Consider donations beyond money. Some businesses may be more comfortable donating products or human resources. For example, a party supply store might be willing to offer ribbon for the TREP\$ Marketplace ribbon-cutting or balloons to decorate for the event. Likewise, a business owner might offer to be a guest speaker at a TREP\$ Workshop. Think outside the box!
6. Offer to do the leg work. Small business owners often lack support staff and are crunched on time. Minimize the time they need to commit by taking the "work" off their plate. If they offer to make a donation, pick it up in person. If they would like to buy advertising, ask if they would like you to design the ad.
7. Send personalized thank-you notes to all your supporters. Consider having students write the notes to make them more heartfelt and include photos to help your sponsor visualize the impact of their contribution. Kick it up a notch by giving an award to your sponsor and publicizing it!
8. Maintain a good, year-round relationship with your sponsors. Send an email or call with periodic updates on your program. Get to know them and share news or events that may be of interest. This can go a long way in turning first-time donors into long-term sponsors.



Ideas for **trep\$** Partnerships



Monetary Donations

Donations can be used to pay for:

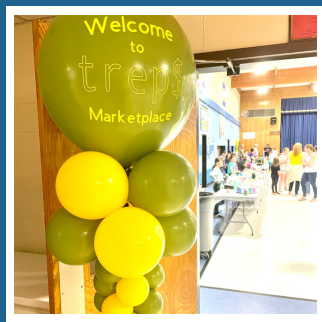
- The TREP\$ Start-up Kit
- TREP\$ Student Workbooks
- TREP\$ Aprons or T-shirts
- Teacher stipends
- Start-up loans for students in need
- TREP\$ Marketplace supplies or decorations



Human Resources

Business owners and their employees could:

- Attend TREP\$ Workshop 3 to provide feedback to students on their business plans
- Be matched up with students to serve as mentors
- Serve as a guest speaker on a business topic
- Host a field trip to their place of business



Product Donations

Businesses may prefer to donate products or services, such as:

- Balloons or other decorations
- Reusable shopping bags
- Advertising the TREP\$ Marketplace at their place of business
- Food/drink for the students for before or after the TREP\$ Marketplace or for TREP\$ Workshop 6

Interested in partnering? Contact us!



info@trepsed.com

973-506-1906

VISIT US AT WWW.TREPSSED.COM

SAMPLE PARTNERSHIP SOLICITATION EMAIL

Dear (Name of contact at potential partner organization):

(Your organization) is excited to offer you the opportunity to enjoy increased visibility in our community by supporting an extraordinarily valuable program. TREP\$, short for entrepreneurs, is an award-winning program designed to teach children ages 10-14 the basics of small business ownership. In a series of lessons, students are introduced to business topics in a hands-on, engaging way. The program ends with a selling event called the TREP\$ Marketplace. It is at this event that the students apply all that they have learned to actually launch their own businesses, while the community comes out in full force to support them.

The main objective of TREP\$ is to teach the basics of entrepreneurship, but along the way, students practice many important skills. They collaborate, think critically, innovate, problem-solve, and communicate through weekly business challenges. Additionally, TREP\$ lends itself to the incorporation of life skills such as leadership, ethics, accountability, productivity, people skills, and responsibility. We are confident that this is the type of initiative that your organization would be proud to support!

While helping to inspire the next generation of entrepreneurial thinkers is rewarding in and of itself, there are many benefits your organization will enjoy by partnering with us to support TREP\$, including:

- Recognition in press releases, advertising, and marketing materials, both in print and on social media
- A complimentary table space at the TREP\$ Marketplace to promote your business and/or organization
- Recognition to students and their families with your logo on TREP\$ Student Participation Certificates
- Inclusion of your logo in the TREP\$ Marketplace program and on the TREP\$ website at www.trepsed.com

There are many ways in which you can help, financially or otherwise. Would you be available to chat next week to discuss which kind of partnership opportunity works best for you? Please let me know a date and time that you are available to talk.

Thank you for your time and consideration. We would be honored to have your support!

Sincerely,

(Your name)

(Your title)

(Your school)