



Class: Sponsorships & Fundraising Basics
Virtual Winter Workshop, 2025
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There are ways to support events and activities beyond ticket sales and registration fees. This is a big topic, so for this class we are touching on sponsorships, grants, and individual giving.

SPONSORSHIPS

Cash or in-kind (In-kind means the sponsor provides goods or services)

In-kind sponsorships eliminate costs.

- Providing benefits to businesses that are sponsors. Some examples:

Local bakery or restaurant donates food for your reception, or your printer gives a discount on your cost. In exchange, you will give them an ad in your program, social media posts with tags to their business, perhaps you will host a future meeting at their location, etc. A great way to track is to have the business provide a code or coupon for your audience/members if they come to the business.

- Share the value of supporting your organization.

Audience members.
Ensemble members.
Social media followers.
Livestream broadcast viewers.

These are all potential customers for your sponsor.

- Contact places that your organization does business with; where are your bank accounts, are there restaurants or other local businesses that you frequently purchase items from? For example, many groups purchase from Costco for their events: <https://www.costco.com/charitable-giving-faq.html>
- Banks – most banks have giving programs, some determined locally. Ask your local bank contact if they will consider a sponsorship proposal.

“Uniting people through a music art”

- Lowe's – at a previous company, we needed buckets for our youth program for percussion. They provided these (same for Home Depot).
- For your bank and large corporations – ask the local manager if they would be open to receiving a proposal.

Remember - PERSONAL RELATIONSHIPS HELP RAISE FUNDS.

GRANTS

Research

- Do you research. If your organization or program does not meet the guidelines that a funder presents, do not apply for the grant.
- Look at concert programs and websites of arts organizations in your area to see what corporations and foundations support their work.
- Consider partnering with a fellow arts organization to submit a joint proposal. Funders are looking for their contributions to have significant impact (which needs to be measured!) and collaborations can be enticing.

Narratives

- MOST IMPORTANT - Make sure you answer the question that was asked.

There have been many times when I've read proposals as a grant panelist where the writer may share interesting information, but they don't answer what is asked.

- Read the questions carefully, and more than once.
- Provide the materials they are asking for (and not more.)
- Be concise in your writing. If you can use 50 words instead of 100, do that.
- Present your proposal in a business-like, professional manner, but be sure to include some emotion.
 - Utilize storytelling. Incorporate personal experiences from people in your group/organization when writing a grant. Share why people are in your ensembles, ask your audience after your concerts what inspired them to come, how they felt afterwards. This can be a simple conversation with some of your

“regular” attendees, or by sending a brief post-concert survey, or asking on social media.

Budgets

- Utilize a notes section. This is especially important if you have a line that has a significant change from the previous year. Perhaps you received a significant one-time gift from a donor, or there was an unplanned expense. These kinds of discrepancies do not necessarily remove your organization from being considered if you have clearly shared the details of what occurred.
- Include the categories and details that the grantors are requesting.

Don't be afraid to ask questions!

If you have questions, contact the grant program coordinator. This person is usually identified on the application materials. It is better to ask before submitting your proposal, than learn afterwards that you were missing something that you had questioned in your mind.

OTHER FUNDRAISING IDEAS (for a future class!)

- Current members
- Past members
- Audiences
- Communities where you perform
- Social media followers
- Livestream broadcast viewers

These potential donors need some of the information that is required of sponsors and grants:

- Tell your group's story.
- Make it personal.
- **Talk about your impact** on the members, audience, and community at-large.

AND MOST IMPORTANT – Ask! Some people are willing to give, but have never been asked.

Moving Forward: I am happy to answer questions or review your proposals. Feel free to contact me! 937-202-0208 is my direct line at HMA, and my email is linda@handbellmusicians.org.