

# Fundraising Workshop

## Building Relationships with Local Businesses and School Funding Boards

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Establishing relationships with local businesses and your University's finance board(s) is an important task. These are great sources of support in terms of financial assistance, in-kind help, discounts and prizes. They can also play a significant role in helping your organization integrate into the community.

If your organization needs a certain major contribution from the finance board or a specific local business, then the best way to approach this is to write a proposal and practice a presentation. Here are some tips on what to include in your proposal and/or presentation:

1. **Briefly introduce your organization**, its purpose, and what it does to benefit the community and students on campus. Focus on the nature, significance, and positive impacts of your initiatives and achievements in recent years.
2. **Clearly state what kind of contribution you are seeking** from the local business or funding board. This can be a specific amount of financial assistance [a budget breakdown is a very important aspect for university funding boards], a particular type of technology-oriented or knowledge-based help, discounts in purchasing goods and services from the local business, or donations of prizes to your upcoming events (such as trivia nights, culture shows, hafles, etc).
3. **Explain the benefits such contribution will produce for your organization**. What will your organization achieve in general with the valuable support from this university board or local business? And what specific tasks do you intend to complete, using the money or other kinds of assistance received from the funding board or business?
4. **Explain the benefits such contribution will produce for the local business** and entire campus. Start by mentioning how wonderful it is to be able to contribute to the community. Then specifically emphasize the benefits your organization is able to offer this business in terms of profile. Regarding University boards, emphasize the impact it will have on all (Lebanese and non-Lebanese) students. Mention the benefits of community building, student networking, diversity and cultural awareness, and any academic, professional, and/or social benefits.

In your proposal/presentation, you can include public relations materials such as pamphlets, newsletters and website links. Remember, being creative is crucial, as local businesses and University funding boards receive lots of requests for assistance from all kinds of community and campus organizations.

**TIP:** It is always a good idea to make a budget breakdown showing overall expenses and making it appear as if the funding board/local business is contributing only a portion of what must be covered.

Please visit [www.fasttrackfundraising.com](http://www.fasttrackfundraising.com) for more information.