

## How to Raise Funds for Marketing

By Rod Means, San Diego, California

If a chapter wants to develop a truly remarkable marketing program they had best develop a plan to raise funds to support the marketing program. Begin by setting a chapter fundraising goal. Keep in mind that fundraising includes in-kind contributions, such as design and printing services or a donation of a chapter Web site.

### Develop a Case for Giving to SCORE

People give to people, not causes. People give to someone who asks. SCORE volunteers don't need to be askers, just prospectors! Strengthen your case for giving to SCORE by understanding the fundraising environment. Get started by:

1. Making sure your chapter understands 501 (c)(3) status.
2. Studying the "Community Reinvestment Act."
3. Identifying prospective "Alliances" or "Sponsors" or other prospective donors.
4. Preparing a "Presentation Kit" or "Press Kit" to leave with prospect

### Identify Prospects

Develop a list of potential prospects. Small, locally-owned banks that make SBA loans are likely to support SCORE, as are the regional or national chain banks that make SBA loans. Local utility companies (telephone, Yellow Pages, Gas and Electric and Water) have many small business customers and often aid SCORE. Large prime defense and national security companies by law must do business with small businesses. Public or private companies headquartered in your area are also good prospects. Finally, gain support from locally-based private foundations.

### A Step-by-step Approach to Fundraising

Ask your SBA district director to write a letter to each bank president and SBA loan contact to introduce SCORE. Alternatively, write your own letter. The letter should say that the chapter chair will contact them by phone for an appointment to discuss SCORE services in further detail and to answer questions. When the appointment is secured, take a SCORE presentation kit. Describe SCORE's no-charge services available to their customers and what is in it for the bank to recommend SCORE. Explain that your chapter depends on workshop income and sponsorship/alliances to fully support your 100 percent volunteer community economic

development effort. Then say, there is no obligation, but hopefully your bank can include SCORE in their “Community Reinvestment Budget.” After the meeting, follow-up with a thank you letter.

## Additional Fundraising Strategies

Attend as many SBA banking award events as possible and network. Large banks have major Community Reinvestment Act responsibility. On their Web sites look for the “Community” page that identifies their giving policy and preferred causes. “Education” is usually listed as a priority cause. Connect SCORE’s mission of economic education to their policy.

Service companies that have many small business customers are good prospects; most have donation budgets. Invite representatives from these companies to speak at a chapter meeting or during a workshop as a “Lunch and Learn.” Network at Chamber of Commerce events. Cities and counties have discretionary funds—in many cases, more than you think! Cities can receive “Community Block Grant” (CDBG) funds. Research this public information and make appointments.

Always take presentation kit, direct prospects to your Web site, send a personal thank you note and follow up, follow up, follow up.