



Funding and sponsorship:

Introduction

This module deals with some of the things you will have to consider when raising funds and sponsorship for your Neighbourhood Watch. The aim of this session is to provide you with techniques for:

- selecting the parts of your scheme that require funding and sponsorship;
- deciding exactly what help you require;
- choosing potential sources of help;
- setting out attractive proposals for sponsorship.

By the end of this module you will be able to:

- draw up a proposal document for potential sponsors;
- select the sponsors which are most likely to give you help;
- approach sponsors effectively.

The module is in two parts:

- Part one contains the Development Notes which give you the basic principles of sponsorship and funding.
- Part two contains the Session Notes which you can use to develop funding for your scheme.



FUNDING AND SPONSORSHIP

Notes



Funding and sponsorship:

Development Notes

Like most other things in life, if Neighbourhood Watch is to survive it needs resources. These are often in the form of finance. Some schemes are financed by subscriptions from members whilst others have decided not to take that route.

In some areas the local authority may have funds available which you may apply for. Other funding may be available from companies and organisations both locally and nationally. Although most national organisations normally direct their available funding towards national projects, it is worth contacting the local branch as some do fund local community activity. One thing is certain – if you don't ask you will never find out. Fundraising is very much a seeking out exercise and is one of the most important functions of your scheme's treasurer.

What is all important is how you make the approach and how to 'manage' the resources if you are successful. This module will give you guidance on both.

Don't just think in terms of money

Although we have referred to 'fundraising' and 'sponsorship' you should not think solely in terms of hard cash. Some organisations may offer you 'services' as an alternative. Often this may be better than money and potential sponsors may be more likely to agree to give their services rather than finance. 'Services' may come in many forms. Use of design and print facilities for your newsletter, or use of a room to hold meetings may be some of the areas you may wish to explore. Don't ignore the use of expertise. For example, if you want to set up a new scheme or expand your existing scheme, consider approaching a local company for an hour of time from their marketing manager. It all adds quality to your Neighbourhood Watch.

Whether you are asking for finance, services or expertise, care must be taken in how the potential donor is approached and how the resources you obtain are managed.



Putting your case together

Whether you apply for funding to your local authority, a local business or other organisation, they will not pour money into an enterprise that has no clear idea of what it wants to achieve.

Your application will be stronger if you have a clear case showing:

- what you are going to do with the funding;
- how you are going to manage your project and its funding.

Your case needs to show:

- an assessment of how secure your scheme is;
- a proposal for funding.

How secure is the scheme itself?

Before you put the case for your particular project, you need to convince whoever you ask that your Neighbourhood Watch is working on a firm foundation. In other words there is no point in funding a project if the scheme itself is about to fold up. In some instances, and certainly with local authorities, you may have to complete application forms, but if not you should furnish the information anyway.

It is useful to provide answers to these questions:

- How long has your Neighbourhood Watch been in existence?
- How many households does it cover and how many members?
- How often do you hold meetings (including AGM) or other events?
- Do you have a bank account and keep good account of your finances?
- How do you intend to develop your Neighbourhood Watch in the future? In answer to this final question it will be useful to include a statement of your aims and current activities.

The module on ‘Starting and maintaining a scheme’ has more information about statements of aims and activities.



Preparing your case

Obviously your case will vary depending on:

- the type of organisation you approach, for example a local authority or commercial organisation;
- whether you are asking for finance or other resources.

Whatever your approach, you need to have information available on the following points:

- How will the finance/resources/facilities be used? In other words a concise account of what form your event or project is to take.
- What resources or finance will your Neighbourhood Watch put into the project? If a sponsor agrees to donate on a 50/50 basis it may not mean that you have to find 50 per cent of the finance. Time, use of transport, use of premises and other resources may well count as your 50 per cent of the contribution.
- The geographical area and timescale of your event or project.
- How will the sponsor benefit from your project? Some may not want any publicity at all whilst others may regard it as an advertising opportunity. Include details of any publicity they can receive through your newsletter or from display stands at any events you run.
- Will the sponsor or donor be the only source of income or resources, or will there be others?



Laying out your case

When you have collected your information, lay it out in a simple proposal document. A proposal document should be very concise – no more than two or three pages – and give the reader a broad view of your organisation, its proposals and what sponsorship you need.

The proposal document should contain these sections:

1 Your organisation

Include the information that was covered in ‘How secure is the scheme itself?’.

2 The problem

A brief summary of the situation you are trying to address.

3 The solution

A summary of the event or project which requires the resources. Include here who the solution is aimed at, the timescales involved and the area it will cover.

4 Resources

What are the total resources required for the project or event? What resources can you provide? What resources are required from the sponsor? Will any other sponsors be involved?

5 The benefits

A brief statement of what you think are the benefits for the sponsor. Include here details of any opportunities the sponsor will have to advertise. If the sponsor is a local government organisation, describe how the project or event links in with their policies.

When you have drafted your proposal document, the next stage is to make contact with potential sponsors.



The first contact

You may already be fortunate enough to have a contact within the organisation you are going to approach. This makes life a great deal easier as it allows you to make the approach on a more informal basis. But it is still essential to make clear how you will use the resources.

What happens if life isn't that easy and you are going to make an approach to an organisation with which you have had no previous contact? If you are going to approach a company or other organisation, choose one that could benefit from your project. For example, if the event was for young people you may think of a local sports shop or fast food chain. If it was for senior citizens you may consider a local bank or retailer whose main market is aimed at senior citizens.

Having decided who you intend to approach, make a telephone call but avoid too much discussion about your proposals. The point of the call is to arrange a meeting where you can put your case face to face. It is essential that you speak to the person who can make the decisions. If he or she is not available do not leave messages – ring back when the person is available. One thing is certain, you will get rejections. Don't be put off – you will get there eventually.

So, you have managed to get a foot in the door. Now you must present your case using the information you have already prepared. It is easiest to present your case at an informal meeting.

National Lottery funding

Several schemes have been successful in attracting bids from the national lottery for local projects. In order to get money from the lottery, a bid has to be submitted to the National Lotteries Board. Their contact number is in the section on Contacts and Further Information.



And finally

Having agreed the funding, your agreement should be set out in an informal letter to the sponsor or donor.

Don't forget the letter of thanks. It is not always wise to keep going back to the same sponsor but you may find an occasion when you want their help again. **Happy hunting!**

The next part of this module contains Session Notes to help you plan your sponsorship needs.



Funding and sponsorship:

Session Notes

About this session

This session is intended to help you draw up proposals for sponsorship and funding. The session will probably be most useful the first time you try and attract funding or sponsorship for one of your events. However, the steps described in this session can be used as often as you like.

By the end of this session you will have:

- chosen the project or event you wish to have sponsored;
- drawn up a proposal document for potential sponsors;
- chosen the organisations you wish to approach.

How long the session should last

This session is designed to last between one and one-and-a-half hours. You may need to split the session up and run it over two or more days. This will be necessary if you need to find out information about potential sponsors.

How many people should attend

This session is better if it is run with a small group of three or four people. You may already have a group designated for organising the finances of your scheme. If you have not, the secretary and treasurer of your scheme should attend.

The resources you will need

- a good comfortable room;
- a telephone directory;
- details of your scheme's aims and planned activities;
- a flipchart, whiteboard or chalkboard if one is available;
- a copy of the Development Notes to refer to.



Session plan

You don't need to allocate a time limit to each stage and you may wish to spread the exercise over a number of evenings.

Stage one

If you haven't got a particular event or project in mind, look at your scheme's list of events or projects. Choose one that requires some form of sponsorship. Ask yourself:

- What kind of sponsorship is required – is it money, equipment or services?
- Why is it necessary to have funding – what will be the effect of not having funding?
- What amount of resources will you need – how much money will you require or exactly how much equipment or services?
- Over what time period will you require the funding or sponsorship – is it a one-off need or an ongoing one?
- What geographical area will be covered by the event or project?



Stage two

Now is a good time to identify potential sponsors or sources of funding. There are several sources you can look at.

- **Local authorities.** Some local authorities have funds that you can apply for. Also they have access to town halls and other venues that you may be able to use.
- **National companies.** Are there any national companies with regional or national headquarters in your area?
- **Local companies.** What local companies are in your area?
- **Charitable organisations and trusts.** Some charitable organisations and trusts have funds available for certain types of work. These can be national charities or local charitable trusts. Your local library will have a copy of the Charities Digest which contains details of local and national charities. The digest will also tell you whether charities give money or provide services only.

At this stage you need to do some research. Look in the telephone directory and pick local or national companies that are situated in your area. Make a list of potential sponsors.

For each type of sponsor ask:

- Do they supply or make the kind of equipment you are looking for?
- Do companies have a track record of supporting local causes?
- Do organisations cater for people in the groups your event or project is aimed at?

You may need to break off your session at this point to do some further research. You can do this by telephoning your local authority and businesses and finding out whether in principle they are able to help.

Once you have collected all your information, draw up a shortlist of possible sponsors and move to stage three.



Stage three

Now you have identified possible sponsors, the next stage is to put your case together. You will need to draw up a proposal using the information you gathered in stage one.

The easiest way of doing this is to:

- Get the group members to read through the Development Notes section from 'Putting your case together'. (If necessary you can photocopy the relevant pages to use as a handout.)
- List all the points you need to consider about the security of your scheme and the type of sponsorship you require.

Make sure you have considered all the points from the development materials.

The next step is to make a draft copy of your sponsorship proposal. You can do this in a group, but it may be better if one person – either your scheme secretary or treasurer – does this on their own. Use the plan for laying out the proposal document that appears in the Development Notes.

Stage four

Agree the final list of organisations that you intend to contact and delegate someone to make the initial approach by telephone and to meet with potential sponsors.

Finally, set a date when you will meet together to review your progress so far.