

Tips/Talking Points for Sponsor Solicitation Meeting

Be professional. Wear a clean uniform, NALC shirt, or something business-casual. How you present yourself is the first impression you make and it has a lasting impact.

Be on time. Time is valuable; timeliness illustrates your commitment to the drive.

Be prepared. Have information, facts and figures. Be ready to answer frequently asked questions such as these:

- “How much food did you collect in previous years?”
- “What is your goal for this year’s drive?” (*Think locally and nationally.*)
- “How much money do you need to fund bags or other materials?”
- “How is the money used?”

For bags: explain that the money is simply used for printing and material costs. Postage is already taken care of.

For billboards, media, yard signs, etc: have estimated costs for the amount of each needed.

- “Do the bags and marketing materials really make a difference?” (*Explain how.*)
- “How many bags do you need for residential deliveries?”
- “How and to whom do I give money?” (*Have a plan—having them pay a vendor directly is preferred.*)
- “Where does the collected food go? How does it get there?” (*You may have several food recipients; list them all.*)
- “How do I as a sponsor benefit? Will our name and/or logo be on the bag or on other materials?” (*Use IEG valuation.*)
- “What are the deadlines?” (*Provide the time line you are working from for the Food Drive in your city and/or branch.*)
- “Do you need volunteers? If so, how many, when and where?”
- “In what other ways can I as a sponsor help, in addition to funding?”

Leave materials. Make a nice folder labeled with “National Association of Letter Carriers (NALC)” and your contact information on the front, perhaps along with some artwork or last year’s Food Drive postcard. Point them to the Food Drive’s web page: nalc.org/food. Provide the contact information for your food bank and/or other partners (with their permission).

Bring a partner. Take another carrier, branch leader, food bank representative or other sponsor with you. This can help increase the presentation energy and cover questions.

Be available. Let potential sponsors know they can contact you if they have questions. Offer to return personally as a follow-up.

Follow up. Ask for a timeline and for the contact information of the person making the decision.

Be professional, polite, passionate, persistent, positive and proud.