



How do we approach a business sponsor about supporting the program at the school?

After you receive commitment from your club members and the school it's time to solicit assistance from a local business sponsor. The Kiwanis Kids promotional brochure will come in handy when speaking with the business sponsor. Explain how students receive recognition for academic achievement and talk about the recognition party and how you envision the sponsor offering assistance. Provide options for providing support. The business sponsor might want to provide give-a-ways such as coupons, or actual store promotional items that can be used as gifts. The sponsor may choose to provide funding or actual food for the recognition party.

Give the business sponsor an idea of how often students will be recognized and how the club intends to publicize the program.

Provide examples of how the business sponsor's name will be promoted. Here are some options. The club can order personalized bumper stickers from Kiwanis International. The business sponsor's name is added to the bumper stickers. This means that every child honored with the BUG award will give the bumper sticker to his/her parents, who will display the bumper sticker on one of the family cars.

Display the business sponsor's name on the Bring Up Grades bulletin board, in the school's newsletter, on the school's Web site, in the school's yearbook, and include information in news releases sent to local media.

Order I love BUGs T-shirts and have a local T-shirt shop personalize the T-shirts with the business sponsor's name on the back.

School staff may have ideas about businesses they would like to partner with, or the PTO may have suggestions.

It's a good idea to research, which businesses provide special funding for community service. A quick Web site search should provide this information. These businesses might be more inclined to provide support.

What suggestions do you have to thank business sponsors!

After a period of time you may want to send a special thank you to your business sponsor. Ask the latest group of BUG recipients to create thank you cards. Send the thank you cards to the business sponsor.

When sending news releases to local media about Bring Up Grades always mention the business sponsors name. If the news release is published in the newspaper, send a copy of the newspaper article with a thank you note to the business sponsor.

Invite the business sponsor to a special school ceremony to say thank you. Present the business sponsor with a gift. The Kiwanis Family Store has fun, affordable gifts available for purchase.

Make a point to take photos of the event. The photograph can be embellished and used as another gift. Purchase a frame with a large border (available at any dollar store), ask all the BUG recipients sign the photograph border, place the photo in the picture frame, and now you have a personalized gift to present at a later time.