

Raising Partnerships: Some Tips

1. **Always remember this is a TEAM effort.** Between you and your team, make a list of 25-50 people each whom you can contact—then send them a letter or an email. A sample letter is in your packet. Include on your list:
 - a. Friends and family
 - b. Church friends
 - c. Neighbors
 - d. Business contacts
 - e. Health professionals
 - f. Customers
2. **Use the Join Me personalized webpage.** You can add your story and a picture and tell why you raise funds and friends for Miriam’s Promise. It’s quick and easy and the most popular way for people to contribute. *Hint: once you’ve created your personal page, post the link into an email for your partners to easily click. Also, only send emails 10 at a time so as not to end up in a spam folder.*
3. **Once you’ve sent the letter/email, follow up** with a phone call or a visit. Potential partners are more likely to give if asked in a personal way. All the research says a phone call or a face to face meeting is the most effective way to generate partners.
4. **Use the tools we provide.** There’s no need to re-invent the wheel. Use the sample letter and add a personal story to it if you wish; add a section that says why you play for us. Refer people to the website for more information on the agency. Include links to our videos which are also on the website.
5. **Use Social Networking Tools.** Facebook, Twitter and LinkedIn and other systems are quick and easy ways to share the event with others and request their help.
6. **There may be people that are unable** to partner with you. That’s OK! Simply ask that they be in prayer for us and the children and families we serve.
7. **Find different ways to tell your story.** Invite a staff member to speak at your Sunday School class, your men’s or women’s group or book club. Have a “raising partners” appetizer party! People will respond if they know you are committed and WHY!
8. **Collect Hole Sponsorships/Message Signs at \$250 each.** This is a fantastic way for local businesses and area churches to reach lots of people and demonstrate their commitment to helping children and families. Partners might increase their donation if they know they will get signage in return for their partnership. People can also purchase hole signs and put a special message on the sign.
9. **If you know of a corporate contact** that would be interested in partnering with us on a larger scale, please let us know and we’ll get the Corporate Partner Proposal out to them ASAP.
10. **Don’t quit even if you reach your goal.** The greater amount of partnerships you raise, the more opportunities you will have to earn additional incentives for your team. Best yet, your team will be making a tremendous difference in the lives of the families and children helped by Miriam’s Promise.