



CIRCLE K  
INTERNATIONAL  
FLORIDA DISTRICT



# SPONSORSHIP AND DONATION GUIDE

LEARN ABOUT HOW TO  
MAXIMIZE YOUR CKI CLUB'S  
SUPPORT AND EXPAND  
YOUR CONNECTIONS



# PROCESS OVERVIEW



## SHOW APPRECIATION

- Thank You Card
- Logo Poster
- Sincere Call

## REACH OUT

- Find Contact
- Email?
- Phone Call?

## FIND ESTABLISHMENTS ALIGNING WITH YOUR NEED

- Convenient Location?
- Company Values?
- Any Previous Experiences?

## DETERMINE YOUR CLUB'S INTENTION

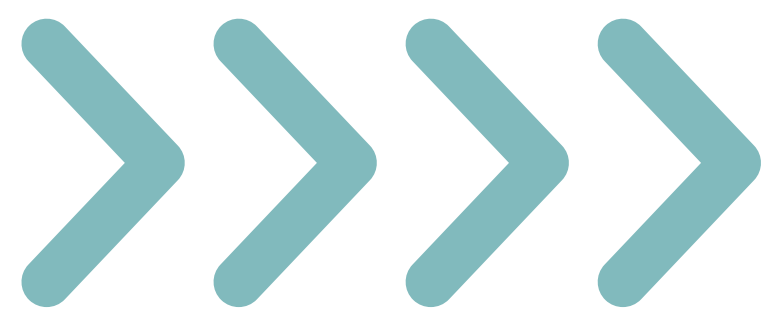
- General Donation?
- Food Items?
- Service Collection?
- Ongoing Support?
- One-time Donation?
- Other?

# SPONSORSHIP VS DONATION?

## **Sponsorship**

Typically a cash donation or discount offered from a company in exchange for promotional benefits. It is usually used as a form of marketing to use their name for your club's events or advertising.

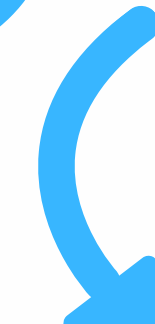

## **Donation**



A voluntary contribution of money, goods, or services without any expectation of commercial benefit in return. These are given for charitable intentions as well as a way to give back to their community.



# WHO SHOULD I REACH OUT TO?

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- 1 Costco and Sam's Club (typically offers gift cards to buy items)
  - 2 Publix, Whole Foods (typically donates some bakery items and also gift cards)
  - 3 Local pizza places and bagel shops (donates food and vouchers)
  - 4 Olive Garden (will provide full meals for a smaller party and discounts for larger parties)
  - 5 Panera Bread (typically gift cards and some meal donations such as 150+ cookies)
  - 6 Jimmy Johns (3-inch subs)
  - 7 Chick-fil-A (waffle chips)
  - 8 Be creative (find vouchers for places such as trampoline parks, amusement parks, oil changes, zoos, etc)
- 

Note that all local establishments may vary because of different managers. Do not be discouraged if the ones listed are not interested in your request. Utilize your club member input to find new establishments.



# HOW DO I REACH OUT TO THEM?

Be sure to provide information about your club's mission, the purpose of the request, and how the donation or sponsorship would be utilized. **Refer to these templates to help.**



Phone



“Hi, can I speak to your general manager? My name is \_\_\_ and I am calling on behalf of the Florida District of Circle K International. CKI is the collegiate level service organization part of the Kiwanis family dedicated to empowering college students to serve their communities and develop leadership skills. We have an upcoming event/meeting taking place on \_\_\_ and I wanted to reach out to see if we get \_\_\_ donated (tell them exactly what you want)? Let me know what you can do as this would be greatly appreciated”

Ask for the general or donations/community relations manager when calling places. Keep in mind that most establishments have a dedicated donations proceeds set aside to certain organizations on a monthly basis. Depending on when you contact them, they may or may not have met that certain quota so just keep that in mind when asking.

# HOW DO I REACH OUT TO THEM?



Email



Hello,

I hope this email finds you well. My name is \_\_\_\_, and I am currently part of the organization, Circle K International (CKI). CKI is the collegiate level service organization part of the Kiwanis family dedicated to empowering college students to serve their communities and develop leadership skills. We have an upcoming event/meeting called \_\_\_\_ (provide more details about what you are doing) scheduled to take place on \_\_\_\_ . I wanted to reach out in an effort to request a donation of \_\_\_\_ from your establishment (mention specific name and location of place you are requesting). If you are interested in supporting Circle K International, please let us know what you may be able to provide. Additionally, if you require further information about our organization or the event/meeting, please feel free to contact me. I appreciate your time.

Sincerely,

[Name]

[CKI Club Name/Position]

[Contact Information]



# KEEP IN MIND



## WHEN REACHING OUT ...

### **Give establishments PLENTY of time**

-Ask for donations 3-4 months before the event or meeting

### **Specify what your club WANTS**

-Let establishments know you are looking for a meal, door prize, voucher, or financial donation instead of just “a donation”

### **Go with another member**

-If you go to a Kiwanis club or establishment, bringing someone else along for extra support will really help

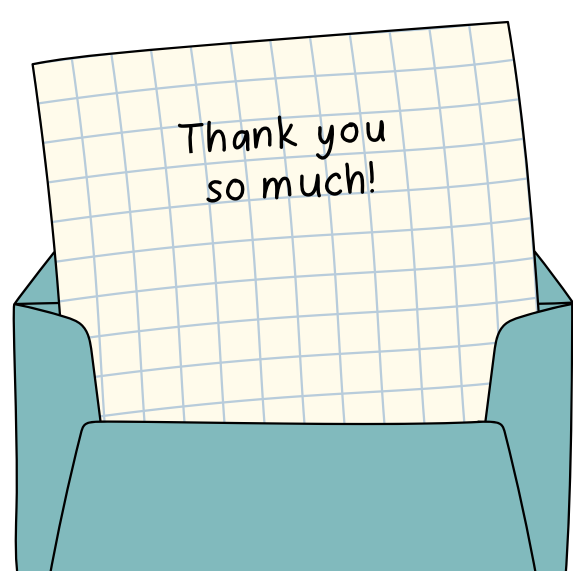
## FOR SPONSORSHIPS ...

### **Display the establishment's logo**

-At the meeting or event, display a logo on a poster board or t-shirt and send to the establishment! This gives them recognition and generates more interest

### **501(c)(3) letter**

-If you may need one, please reach out to your Kiwanis Club or the Florida District of CKI for one as our organization qualifies



## AFTER THE EVENT OR MEETING ...

### **Show appreciation towards the establishment**

-Be sure to bring in a thank you letter on a physical piece of paper, preferably on a letterhead to really show your appreciation for their contribution and support. You can also give a short call thanking them.





# QUESTIONS?

Finding sponsors and donors can be a tricky process. Don't hesitate to reach out to us for further questions and guidance so we can help your club!

**District Treasurer:**  
**[treasurer@floridacirclek.org](mailto:treasurer@floridacirclek.org)**

**District Governor:**  
**[governor@floridacirclek.org](mailto:governor@floridacirclek.org)**



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