

## How to Fire Up Potential Sponsors or Advertisers

### *Telephone Introduction*

Credential yourself as a representative of NOAH:

"Hello, Mr. \_\_\_\_\_, my name is \_\_\_\_\_ I'm a member of [insert your organization] and a volunteer with Nashville Organized for Action and Hope. Do you have a minute to speak?"

Ask if they are familiar with NOAH. If not, explain in your own words NOAH's purpose:

"NOAH is an anti-racist, faith-based coalition comprised of congregations, community organizations, and labor unions. We aim to amplify the power of ordinary people so that their voices are heard in the public arena."

Optional follow-up: "NOAH's power in the community comes from organized people and organized money. We're here to talk about money, but we're also happy to talk about organizing people if you're interested."

### *One-on-One Coffee or office visit*

\* Briefly explain your connection with NOAH -- (reiterate relationship building purposes.)

\* "Tell me what do you think of the growth we're experiencing in Nashville?"

\* "What do you most like?"

\* "What do you most dislike?"

\* "What concerns about this do you have for your company, your family, Nashvillians as a whole?"

### *The Ask*

"We will have 500 community leaders from all sectors of Nashville attending the banquet. We see sponsorship of our fundraising banquet as an opportunity for businesses to show support for the people of Nashville and for their engagement in civic life. Given OUR COMMON INTERESTS, might your company be a Marquee sponsor?" WAIT FOR A RESPONSE

## **A template for soliciting ads**

To prospective advertisers and sponsors for NOAH's 10<sup>th</sup> Anniversary Banquet:

Nashville Organized for Action and Hope (NOAH) will be holding its annual banquet on June 20th at the Boone Business Building at Trevecca Nazarene University. We will be publishing a program booklet again this year. The booklet will contain the agenda for the meeting; information about community organizing; NOAH's history, goals and objectives; the issue work of NOAH's task forces and ads from NOAH member groups and community supporters and acknowledgments of event sponsors at a range of levels.

The ad rates have not changed from last year. An order form and price sheet are attached. If you would like to support NOAH's work with an ad or sponsorship, please complete the order form and send it in with your check and ad copy to the PO Box or email address below.

You are cordially invited to attend the banquet. Tickets are available at [www.noahntn.org/donate](http://www.noahntn.org/donate) for \$125 each or a table for 8 at \$1,000. Payment may be made by credit card or electronic funds transfer.

Sincerely yours,

Bill

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