

# Get sponsored!

At Circle K International leadership conferences and events, you can acquire leadership skills, service experience and fellowship with CKI members from around the world. Some of those events require fees for registration, travel, meals and training.

The good news: You don't have to pay all those fees yourself.

**Try the one-third concept: Raise money for one-third of the cost yourself, ask your Circle K International club to pay or fundraise another third and talk to your sponsoring Kiwanis club, university or local businesses about covering the other third.**

Not sure where to start? This event sponsorship toolkit will guide you and your club. You'll find:

- A [checklist](#) to keep you on track while you're searching for sponsors.
- [Talking points](#) you can use when you talk to potential sponsors.
- A [sample letter](#) you can use to ask businesses and Kiwanians to sponsor you.
- A [university sponsorship guide](#) you can use to ask your university for funding.
- A [fundraising guide](#) with project ideas.
- A [fundraiser planning form](#) with a publicity checklist and tools to chart your profits.
- A [sample thank-you letter](#) for sponsors after you return from your CKI event.

Let's get started!

Raising money takes time — and a lot of planning. Before you jump in and present your case, make sure you and your club are prepared.

## BEFORE THE EVENT

\_\_\_ **Create a budget.** Figure out how much you and your club are willing to pay. Then decide how much you will have to raise through fundraising projects or sponsorships.

\_\_\_ **Start a fundraising plan.** Let sponsors know how you will raise part of the money on your own. Many sponsors will be more likely to support you if you put some effort into fundraising too. For help making a budget and delegating responsibilities, check out [page 8](#) for fundraising ideas and tools.

\_\_\_ **Do your research.** Learn as much as you can about the event before you start talking to potential sponsors. Make sure you won't be stumped if they ask you questions.

\_\_\_ **Serve their needs.** Let potential sponsors know the community can benefit from investing in you. If you are headed to a district or international convention, let them know you will come back with service ideas to collaborate on. You can also commit to leading a workshop or presentation on what you learned.

\_\_\_ **Make your case.** Schedule time in advance (at least two weeks) to present at a Kiwanis club meeting or to talk with a potential sponsor. Use the PowerPoint presentation template (found at [circlek.org/resources/cki-powerpoint-backgrounds-solid/](http://circlek.org/resources/cki-powerpoint-backgrounds-solid/)) and the talking points included in this toolkit ([page 4](#)) as a starting point.

## DURING THE EVENT

\_\_\_ **Keep sponsors in the loop.** Offer updates about your experience. Give them a short phone call, mail out a postcard or send them an email. Let them know how much fun you're having and what you've learned so far. Use social media and make sure your sponsors have access to your channels. Don't forget to give them a shoutout if they sponsored a specific meal or experience at the event.

## AFTER THE EVENT

- \_\_\_ **Bring it back home.** Schedule a follow-up presentation for your sponsors. Use pictures, PowerPoint slides, short personal memoirs or videos to show sponsors how much the experience meant to you.
- \_\_\_ **Express your thanks.** Thank your sponsors with a handwritten thank-you card, note or letter. (See our thank-you letter template on [page 13](#)).
- \_\_\_ **Show off your experience.** Write a news release and submit it to your campus or community publications. Share your experiences and use it to thank your sponsors for their support. (Use the [public relations toolkit](#) to get started.)

# Talking points

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Speak confidently. Include these talking points in your presentation or meeting with sponsors who might be unfamiliar with Key Club.

## **What is Circle K International?**

Circle K International is the world's largest student-led collegiate service organization, with thousands of members on hundreds of campuses on five continents. CKI is committed to developing leaders by offering service, leadership and fellowship opportunities that not only change the world but change members' lives.

## **What is its impact on the community?**

CKI members are dedicated to childhood development, environmental justice, serving those who are food insecure or lack housing, and mental health. We also partner with UNICEF USA to raise awareness about the need for clean drinking water worldwide.

## **Why should you sponsor me to attend this event?**

CKI members like me learn leadership skills by running meetings, planning projects and holding elected leadership positions at the club, district and international levels. With your sponsorship, I will be able to bring information and resources about service home to share with other club members and improve my school and community.

## **What can your organization/business expect as a return on your investment?**

When I return from this event, I will have new ideas about how to make our community better and our club stronger and will have new leadership skills. I would love to talk with you about how my CKI club can collaborate with you on future civic and fundraising projects.

# Sample request letter



April 7, 2022

My name is Sally Studebaker, and I am a member of the Circle K International club of Hillside Community College. I have an incredible opportunity to attend the 2022 Circle K International Convention in Austin, Texas, July 24-27.

At the convention, I will enhance my leadership skills by attending informational workshops, networking with other service-minded members and gaining insight to help better sustain the longevity of our organization. I will take the knowledge gained from this event and use it to elevate and educate my fellow members of the Hillside Community Circle K International club.

I need your help to get there. Before I can attend the 2022 Circle K International Convention, I need to raise enough money to help pay for my registration, lodging, meals and other expenses.

I don't expect you to provide all those funds. CKI encourages members to contribute one-third of the costs themselves before asking their Circle K International club to fund another third. Then we ask our sponsoring Kiwanis club to help fund the final third.

To attend the convention, I still need \$300. If you can't give that much, I hope you'll consider a smaller donation. Anything will help!

Please mail your donation check to me at the address below — or, if you prefer, I can meet you during one of our club meetings at Hillside Community College to collect the money and thank you. You can also write a check to Hillsdale Community College with my name and CKI in the memo field. I will follow up with you within two weeks of receiving your donation.

My registration deadline is May 18. Please let me know if you'll be able to support my trip by that time. After the convention, I'd be happy to follow up with a report on my experiences. Thank you for supporting me and my Circle K International club!

Sincerely,

Sally Studebaker  
1234 Hillside Lane  
Happy Hills, Indiana 46256

**[Request letter template: Remove this line before printing. CKI letterhead can be found at [circlek.org/resources/cki-letterhead](http://circlek.org/resources/cki-letterhead).]**

[INSERT DATE]

Dear [INSERT POTENTIAL SPONSOR NAME]:

My name is [YOUR NAME], and I am a member of the Circle K International club of [YOUR UNIVERSITY NAME]. I have a great opportunity to attend [EVENT NAME] in [LOCATION], [DATE].

[WHAT YOU PLAN TO DO AND LEARN WHILE AT EVENT]

But I need your help to get there. Before I can attend [EVENT NAME], I need to raise enough money to help pay for my registration, lodging, meals and other expenses.

I don't expect you to provide all those funds. CKI encourages members to contribute one-third of the costs themselves before asking their Circle K International club to fund another third. Then we ask [OUR SPONSORING KIWANIS CLUB/UNIVERSITY/LOCAL BUSINESSES] to help fund the final third.

To attend [EVENT NAME], I still need \$[AMOUNT]. If you can't give that much, I hope you'll consider a smaller donation. Anything will help!

Please mail your donation check to me at the address below — or, if you prefer, I can meet you during one of our club meetings at [YOUR UNIVERSITY NAME] to collect the money and thank you. You can also write the check to my school or club, with CKI and my name in the memo field. I will follow up with you within two weeks of receiving your donation.

My registration deadline is [DATE]. Please let me know if you'll be able to support my trip by that time.

After [EVENT NAME], I'd be happy to follow up with a report on my experiences. Thank you for supporting me and my club!

Sincerely,

[SIGNATURE]  
[NAME]  
[ADDRESS]

Some colleges and universities will give financial support to clubs wanting to provide education and training to members. Make sure to review your campus' student organization handbook or check with the student activities' office and see whether your college or university offers this incentive.

## TIPS

- \_\_\_ **Start early.** Requests will require approval from a board or department. It's important to start the process as early as possible so you don't miss deadlines.
- \_\_\_ **Create an event overview guide.** Prepare an event packet that includes an agenda, registration costs, hotel information and all other expenses. Be sure to provide as much information about the event as possible to help the request recipient make an informed decision. Consult your student handbook to see what expenses can be covered before including them in your request.

Sometimes it's easy to get in a rut and do the same fundraisers over and over. But it's also easy to start something new. To spark your creativity, check out a list of successful fundraisers from other Kiwanis family clubs. Team up with your friends or your Circle K International club to try out one of them or come up with your own ideas. Designate how much of the project's proceeds you and other fundraiser participants will be able to add to your individual fundraising efforts. Your club will receive the rest.

Once you've decided on a fundraising idea, turn to the [fundraiser planning form](#) on [page 9](#) for more tools to keep you organized and on track.

## SIMPLE SALES

Excellent fundraisers are about more than just a booth of home-baked goods. Successful events often involve the community. For example, try hosting an online merchandise sale or ask local restaurants to pitch in for your next bake-off.

**Dinner night out.** Ask local restaurants to donate a percentage of one day's proceeds to your club. Create and pass out a flyer to students, faculty and neighbors listing the date, location and some brief information about what your Circle K International club does. Possible restaurants include popular chains like Noodles and Co., Panera Bread and Buffalo Wild Wings or locally run cafés and burger joints. Advertising is important to see profits so get the word out as much as possible.

**Merchandise sale.** Create a T-shirt fundraiser online using companies such as Custom Ink. Design a T-shirt, set your desired "profit" amount for each T-shirt and share the fundraiser link with as many people as possible. The shirts can be mailed directly to recipients. Remember to keep your price per shirt reasonable so people will want to buy them.

**Work on campus.** See if your university allows clubs and organizations to work concessions at sporting events. Some universities allow volunteers to keep a portion of the profits. Remember to wear a CKI shirt for campus visibility and recruiting opportunities.

## INDIVIDUAL IDEAS

Looking for ideas you can do yourself or with a friend or two? Here are some ways to raise money easily in a small group:

**Lend a helping hand.** Offer to do yard work or odd jobs for family members, neighbors and Kiwanians you trust. Rake, sweep, dust, paint, garden and clean for donations.

**Cleanup crew.** Talk to your school's athletic office to see if cleanup crews are needed after sporting events. Ask if you and your friends can help clean for donations.

**Start a Venmo challenge.** Create a social media bingo square and ask friends and family to donate via Venmo or Zelle. Give donors a shoutout and thank them for contributing. Continue to post until your square is filled up.

## EXCELLENT ENTERTAINMENT

Hosting elaborate fundraisers such as silent auctions and benefit concerts requires a lot of time and work, but big events can bring in big money. The key: organization. Make a schedule and get every member involved and don't forget to check your university or campus guidelines.

**CKI's got talent.** Recruit friends and acquaintances to perform in a talent show. Charge admission. If possible, invite a well-known act to help draw a larger audience. Ask area businesses to donate prizes and transform the talent show into a competition.

**Competitive spirit.** Host a sports tournament. Choose a specific sport, date and location. If it's a team sport, advertise for people to register in teams. Ask businesses to sponsor the tournament or donate a grand prize. Sell drinks and snacks during the event. Examples: dodgeball, Ultimate Frisbee, flag football or a golf scramble. Be sure to invite organizations like fraternities, sororities and other campus clubs to participate.

**Parents' night out.** Give parents the night off by creating an evening of food, games and fun for their young children. Gather chaperones, set a location and fee and get ready for face painting, craft-making and story time.

## Fundraiser planning form

Once your club has decided on a project, fill out this project planning form. Make sure to complete it at least two weeks before your fundraiser so the planning committee has enough time to coordinate project details.

## BASIC INFORMATION

Committee responsible for project:

Title of project and brief description:

Purpose of project:

Date/time of project:

Location of project:

Resources needed (people, money, expertise, etc.):

## PUBLICITY CHECKLIST

Specify the tasks that need to be accomplished, the member responsible for each task and the task's deadline.

### **Flyers, table tents**

Person in charge: \_\_\_\_\_ Deadline: \_\_\_\_\_

### **News ads**

Person in charge: \_\_\_\_\_ Deadline: \_\_\_\_\_

### **Posters**

Person in charge: \_\_\_\_\_ Deadline: \_\_\_\_\_

### **Brochures**

Person in charge: \_\_\_\_\_ Deadline: \_\_\_\_\_

### **Banners**

Person in charge: \_\_\_\_\_ Deadline: \_\_\_\_\_

### **Social media announcements**

Person in charge: \_\_\_\_\_ Deadline: \_\_\_\_\_

### **Press releases**

Person in charge: \_\_\_\_\_ Deadline: \_\_\_\_\_

### **Photographer**

Person in charge: \_\_\_\_\_ Deadline: \_\_\_\_\_

### **Open letter to faculty, students, administration, community groups**

Person in charge: \_\_\_\_\_ Deadline: \_\_\_\_\_

### **Wall display**

Person in charge: \_\_\_\_\_ Deadline: \_\_\_\_\_

### **Other (fill in)**

Person in charge: \_\_\_\_\_ Deadline: \_\_\_\_\_

## PROJECT BUDGET WORKSHEET

### Income

- Fundraising money
- Allocation from club budget
- Co-sponsorship income
- Food or clothing sales
- Other

**Total income**

### Expenses

- Program materials
- Presenter's fee
- Publicity
- Travel
- Postage
- Housing
- Food
- Rentals
- Awards, certificates
- Other

**Total expenses**

INCOME – EXPENSES = NET PROFIT or NET LOSS

**Net profit or loss**

# Sample thank-you letter



August 1, 2022

Dear Happy Hills Kiwanis Club,

Thanks to your support, I was able to attend the 2022 Circle K International Convention in Austin, Texas, July 24-27. It was a fantastic experience, and one I'll never forget!

I had the opportunity to develop my leadership skills, meet other service-minded students and be inspired to do more for the world around me. Some of my favorite moments were meeting CKI members from all over the world and learning more about how I can be an asset to my club and community.

I attended engaging workshops that provided me with tools to grow as a leader, enhance my community and expand my views. The event also gave me the chance to network with other members, share ideas for club growth and brainstorm ways to make a better overall experience for CKI members at Hillside Community College.

None of this would have been possible without your generosity. Thank you again for your help.

I would love to speak at one of your club meetings about my experience. I look forward to hearing from you — and working together with you on service projects in the future.

Sincerely,

Sally Studebaker  
1234 Hillside Lane  
Happy Hills, Indiana 46127

**[Request letter template: Remove this line before printing. CKI letterhead can be found at [circlek.org/resources/cki-letterhead](https://circlek.org/resources/cki-letterhead).]**

[INSERT DATE]

[INSERT SPONSOR],

Thanks to your support, I was able to attend [EVENT] in [LOCATION], [DATES]. It was a fantastic experience I'll never forget!

[INSERT WHAT YOU LEARNED, FAVORITE MOMENTS, ETC.]

None of this would have been possible without your generosity. Thank you again for your help.

I would love to speak at one of your club meetings about my experience. I look forward to hearing from you — and working together with you on service projects in the future.

Sincerely,

[SIGNATURE]

[NAME]

[ADDRESS]