

# Ohio Division Image Committee Your Partner For Success



## **MONEY, MONEY, MONEY, MONEY**

**Fundraising** to increase your chapter funds can be fun and rewarding! The Ways and Means Committee brainstorms and finds creative ways to make **money**. Some chapters are fortunate to be located near areas that have huge happenings (Chilifest, Riverfest, Tallstacks, etc.) where they can volunteer to work and make **money**!

Many chapters have a 50/50 split-the-pot at the monthly program meetings; a raffle; or an auction, etc. This **money** comes from the members – who already give and support in many ways.

**Strategic Partners** take the burden off of the members and make great chapter sponsors!

### **The secret to partnering:**

- Think of what **they** want; give them what **they** want and you will get what you want.
- When talking to a hotel remember that they want exposure to decision makers – admins.
- Talk the hotel talk...“I’ve always admired your **property** and thought it would be a great place for our members to see and consider for possible future corporate meetings.”
- Then tell them you appreciate their assets, “Your **property** is in a great location, has great meeting space, gives great service, etc.”
- Immediately follow up with asking, “How can we partner together for our members to experience what you have to offer?”
- Offer them the chance to give away a door prize, from which they can keep the business cards from the “bowl.” (**Never** give them the chapter mailing list.) They often give free meeting rental, restaurant gift cards, an overnight stay, etc.

**Sponsors** usually ask to talk to you, not vice versa. You then hold the cards. Use them. They have to give you a lot to get a lot, so don’t settle for just a reduced meal price for one meeting. ➔

Send your ideas to this email address, >>>  
or contact any of these Committee members.

If you don’t want to agree to a certain proposal tell them you must take it to the Board of Executive Officers to get approval. This gives you time to think, brainstorm with the Board, and perhaps ask for more!

### **Offer sponsors:**

- Acknowledgement on your chapter Web site.
- List them on the monthly program meeting agenda as a chapter sponsor. Encourage members to patronize your sponsors.
- Time to give a 1-2 minute infomercial at the event and space at the registration table for their marketing material.
- An opportunity to offer a tour to the chapter members.

**Corporate Sponsors** are your employer or large corporations/businesses who benefit by sponsoring an IAAP event (education seminar, orientation meeting, etc.) Sponsorship is a great opportunity to educate your employer, or HR rep, about the benefits of membership in IAAP!

Common requests include: meeting space; copy paper and copying; postage; meals for the event; or cash for a future education purpose. Emphasize what is in it for them, and always promote IAAP. Perhaps offer some of their admins free admission to the sponsored event.

It’s a win-win situation – companies support their admins, and receive the benefit of more skilled workers, and IAAP realizes more involvement and funding!

*Information submitted by Cincinnati Chapter members  
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