

Sponsorship Outreach

Lights of Hope can benefit from local sponsors who support financially or with in-kind contributions.

# Step One

Create a list of local stores, organizations, or

businesses. Ideas for prospective sponsors:  Tea and coffee shops

 Dentist offices  Restaurants

 Service organizations

You can find a list of All LOH sponsors on the Resource website to help spark some ideas. [www.fightcancer.org/lohresources](http://www.fightcancer.org/lohresources)

# Step Two

Create a sponsor response sheet to track your outreach.

It should look something like the below : Full worksheet is on back of this page.

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# Step Three

Use documents provided in our **[sponsorship](http://www.fightcancer.org/lohresources)****[packet](http://www.fightcancer.org/lohresources)**

to aid with your sponsorship proposal. The packet provides prospective sponsors with information on specific benefits of different sponsorship levels.

You can customize sponsorship packet materials to better meet your needs. Work with your ACS CAN partner to determine realistic incentives to offer your sponsors.

Question about sponsorship? Contact your ACS CAN staff partner or email **acscanraiser@cancer.org**.

# Step Four

Start contacting prospective sponsors by stopping by

to speak to their manager or the person in charge of giving. You can also send a personalized email or letter. It will be helpful to follow a script so you can remember the important information you want to share.

**Example Script**

“Hello! My name is , and I’m a volunteer with the American Cancer Society Cancer Action Network. This September, I am participating in Lights of Hope. Volunteers, like myself, will display more than 80,000 Lights of Hope all across America. Each one telling the story of a loved one, a family member or friend, impacted by cancer.
As a volunteer with ACS CAN, I have seen firsthand how critical public policy advocacy is to advance our fight against cancer. I want to do my part as a volunteer by helping raise money for ACS CAN through Lights of Hope to continue to fight for cancer patients during this critical time.

With your sponsorship you can help me bring hope to our community.”

**TIP:** Your script will change depending on how the conversation goes. Its always helpful to tell your personal story and your connection to ACS CAN. A best practice it to hand or send the entire sponsor packet to the potential donor and let them choose the amount to give.

# Step Five

Record necessary information on the sponsor response

sheet. Work with your Grassroots Manager to implement the sponsorship incentives for each sponsor.

# Step Six

Be sure to thank the organizations for sponsoring Lights of Hope. A sponsor who is satisfied and feels valued will be more likely to sponsor again in the future.

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| **Company Name** | **Contacted yet? (Yes/No)** | **Date of Ask** | **Name of Contact**  | **Phone # / Email** | **Sponsor Details/ Notes** |
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