

# Ways2Raise

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## Business Approach Script

Word-for-word scripts for approaching businesses in person, by phone, and by email

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*Free to use. Designed to be improved in Canva.*

## How to Approach Businesses for Sponsorship

Approaching businesses for sponsorship feels terrifying at first. But most business owners are genuinely happy to support local young people -- they just need to be asked in the right way. These scripts give you the exact words to use.

### **GOLDEN RULE**

Always research the business before you approach them. Know their name, what they do, and why they might want to support you. A personalised approach gets a much higher success rate than a generic one.

### **SCRIPT 1 -- Walking In (In Person)**

Use this when walking into a local shop, restaurant, or business.

"Hi, I'm [Your Name] and I'm a student at [Your School] in [Town]. I'm raising money for an expedition to [Destination] and I was wondering if I could speak to the manager for just two minutes about a sponsorship opportunity? I promise I won't take up much of their time."

IF THEY SAY YES -- the manager comes out:

"Thank you so much for seeing me. My name is [Your Name] and I'm raising [GBPAMOUNT] for an expedition to [Destination] with [Organisation]. I've been fundraising for [X] months and I'm [X]% of the way there. I'm approaching local businesses to ask if they'd consider making a small sponsorship contribution. In return, I'd be happy to [mention your benefits -- social media mention, poster in their window, etc.]. I have a sponsorship package here if you'd like to take a look. Would that be something you'd be interested in?"

### **SCRIPT 2 -- Phone Call**

"Good morning/afternoon, could I speak to the manager please? ... Hi, my name is [Your Name] and I'm a [Your Age]-year-old student at [Your School] in [Town]. I'm raising money for an expedition to [Destination] and I was hoping to speak to you about a potential sponsorship opportunity. It would only take two minutes of your time -- would that be okay? ... [If yes, continue:] Thank you so much. I'm raising [GBPAMOUNT] for [brief description of expedition]. I'm approaching local businesses to ask if they'd consider a small contribution. In return, I'd mention [Business Name] on my social media and fundraising materials. I can send you a full sponsorship pack by email if you'd like to see the details? ... [Get email address.] Thank you so much -- I'll send that over today and follow up in a few days. Have a great day!"

## SCRIPT 3 -- Email Subject Line Options

- "Sponsorship Request -- [Your Name]'s Expedition to [Destination]"
- "Supporting a Local Student's Once-in-a-Lifetime Adventure"
- "Could [Business Name] Help a Local Teen Get to [Destination]?"

## Handling Objections

They Say	You Say
We don't have a budget for this	I completely understand. Even a small donation of GBP20-GBP50 would m
We get a lot of these requests	I understand -- I really appreciate you taking the time. Could I leave you m
Can you send me some information?	Absolutely -- what's the best email address? I'll send it over today and follo
We need to think about it	Of course, no pressure at all. Could I follow up in a week? And is there a s

