



## DIY5K RECRUITMENT TIPS

**Get everyone involved in your event!** Your race registration fees will generate money to help feed kids in your community, but identifying sponsors will provide larger one-time donations for your event.

### Sponsors

#### Who to ask?

- Current donors already invested in your Blessings in a Backpack program are the best approach for sponsorships. Current donors are familiar with your Blessings program and know how important it is to cover the weekend hunger gap. They may jump at the chance to further align themselves with feeding kids in your community.
- You can approach current members of your advisory board or other donors who may help you connect with local businesses or foundations. You can use your contacts and their networks to identify sponsors.
- Local businesses with a record of philanthropy in your community may need to be made aware of your Blessings in a Backpack program. You can use the community profile on the PC toolkit to identify potential donors or corporate partners who may want to organize a team for your DIY5K.
- Listen to local radio stations—which is advertising consistently for business? Companies you may not identify as caring about feeding kids often have a large advertising budget. Heating and Air Conditioning companies, residential electricians, local jewelers, or attorneys often have large media budgets and may be interested in getting publicity as sponsors of your DIY5K.

## How to ask?

- Find someone in your community to connect you with your potential sponsor. Having that bridge from one of your donors who is friends with a potential sponsor will open doors for you. They may be able to facilitate a meeting between all parties. Explain the needs in the community and your Blessings program. Ask if they might be interested in helping feed kids. Most people will be surprised to find out the conditions in their backyard.
- Utilize the templates and marketing material in the PC toolkit. Have several options open for donors—race participation, donations, or sponsorship. Don't be discouraged if they aren't able to participate this year. Ask if they have any suggestions on who else in the community you could approach—and ask them if they would like to keep in touch with your Blessings program. Make sure they know you value their opinion and future engagement.

## Race participants

### Who to ask?

- Local businesses, civic organizations, and churches can be approached about setting up teams.
- Every school being served by your Blessings program should be approached. Families can set up their teams, or an entire school can participate as one team.
- Local middle school and high school clubs may want to form a team. High school sports teams often join a charitable run as a bonding experience. Some clubs or teams might compete against one another to see who can have the largest team. Many schools offer credit for the time spent on this event towards service hours.