

EdCo

REACH
OUT TO



LOCAL
BUSINESSES

Local businesses are a great way to get additional funding for your campaigns because they like to support their community—and it's good for business! But, a lot of people knock on “their” door asking them for money so you need to stand out.

SOME TIPS WE RECOMMEND ARE:

- *Have a solid pitch*—be able to articulate your cause and state clearly why you need the funds you are looking for.
- Use pictures and graphics that help tell the story.
- Talk about what you have already achieved as a group so they know your team is responsible.
- If possible, tie in why the company would be a good fit. If you are a STEM group, a local engineering firm is a good fit. If you are a sports team, a local law firm, accounting firm or professional service may be a good fit. If you are a speech and debate team, your request may be welcomed with corporations that present in public a lot, or with politicians who have the gift to gab as well.
- Thank the company with a handwritten note (they will get a formal notification from Edco they can use for tax purposes).
- Recognize the company on social media (tag it if you can in the post) so others in your community can see a particular company supported you or your team.
- Email or mail the company a photo of your team using the item or experiencing something that the company's support made possible (i.e., you team at a tournament or unpacking a box with new robotics kit or your team in its new uniforms).

Regardless, local companies like to support local teams. The press, exposure and feel-good aspect goes a long way for local businesses. Contact us at hello@ed.co with any questions!