

## Hickman Boys Lacrosse 2009 Corporate Fundraiser

Each year player fees are set with the assumption that fundraising efforts will provide a considerable amount of necessary revenue to fund team expenses. The Club's operating expenses exceed \$20,000 each season. Player fees cover about half of that and fundraising covers the rest. To date we have accumulated \$2,050 from the Mizzou stadium clean-up, and we netted \$1,018 from the sales of Butter Braids. We still need to raise an additional \$7,000.

The majority of the fundraising income comes from corporate sponsorships and contributions. With the downturn in the economy, I anticipate that this year it may be very difficult to achieve our fundraising goal unless we increase our efforts. We really need every player/parent to call on as many prospects as possible. If we don't reach the \$7,000 mark in corporate contributions, we will have to organize additional fundraising activities and/or possibly raise player fees.

Letters are being mailed to past contributors asking for their support again this year (see accompanying letter and list of past contributors). All of these prospects need to have a personal follow-up contact as well. Some of the contributors have already been assigned to a player as that player was successful in getting contributions from them in the past. Unassigned prospects are available to any of you on a first come first served basis. Please let me know who you plan to call on so I can assign accordingly to prevent doubling up. You are also free to call on any other prospects you wish (see ideas below). I have also attached a letter you can present to new prospects explaining the purpose of your request. I will keep a master list of prospects and assigned players on the Hickman Lacrosse web site for your reference.

Each player that successfully receives a contribution for a corporate sponsorship or the equivalent (\$250) **will receive their Hickman Lacrosse warm-up at no charge, a \$70 value.** Also, incentive points will be awarded for contributions and for each contact sheet turned in to me. Points can be redeemed for prizes at a later date. (Please see Contact Sheet and Incentive Program attachments)

If you have any questions, feel free to call me at 449-7039 or email at ewirths@charter.net.

### **Below are some suggested prospects to help you in fulfilling your responsibility:**

- Ask your employer, relatives and friends
- If you've had major medical or dental work done recently, consider soliciting your physician, chiropractor, physical therapist, dentist, orthodontists, etc.
- If you've recently purchased a vehicle or had extensive repairs done, consider soliciting your auto dealership, mechanic, auto body shop, auto insurance agent, lender, etc.

- If you've recently built, purchased, sold, or remodeled a home, consider soliciting your realtor, contractor, sub-contractors, builders, building supply companies, landscaper, lending institution, etc.
- If you have considerable investments or loans, consider soliciting your bank or stockbroker
- If you have a monthly or annual membership of some type (i.e. fitness center, spa, country club, etc.) consider asking them for a contribution
- Consider establishments you patronize on a regular basis such as restaurants, hair salons, hobby supply stores, golf courses, etc.
- Consider contacting Hickman alumni and former lacrosse players and their families
- Other prospects might include travel agencies, accountants, attorneys, home & life insurance agents