

January 28, 2004

To: Education Committee, Administrative Council, Chapter Steering Team, FTC

CC: Bonnie Spivey: **Please Forward to FTC Distribution**

From: Melanie Trickey and Dan Voss, Co-Coordiators, Educational Outreach Fund-Raisers

Re: "Operation Rising Stars" Fund-Raiser: Corporate and Personal Sponsorships

Via this e-mail, we are officially launching a twin-pronged fund-raiser designed to support our chapter's educational outreach initiatives and, in the process, also to relieve the chapter's general operating budget. The success of this venture is critical both in determining whether we can award Pellegrin Scholarships this year (and, if so, how much) as well as in maintaining the fiscal solvency of the chapter while also sustaining both the college and high school outreach programs.

We are therefore asking everyone on this distribution to contact at least one or two Central Florida businesses (more if possible!)—either your employer; another business with whom you have a personal contact; or one or more businesses from the attached list (Excel file).

We need to complete this campaign by February 22 to make certain that we can acknowledge all our corporate and personal sponsors in the program for the high school awards presentations on February 24. We know the timeframe is fairly short, but let's face it—human nature being what it is, we will either do this in the 4 weeks we have allocated or not do it at all.

The attached e-files are the key communication products to support this endeavor. The brochure and the flyer will also be posted shortly to our new "Rising Stars" Web page at <http://www.stc--orlando.org/education/risingstars.asp>. If this e-mail bounces back from any of you due to the attachments, we will resend it with just the list of businesses attached and let you download the other two files from the Web site:

- A brochure aimed at Central Florida businesses that have a stake in technical communication as well as in our community, asking them to join our Corporate Sponsorship campaign (and receive specific benefits in return, based on their level of financial support)
- Two lists of Central Florida businesses (one furnished by Richard Phipps, our employment manager; the other by Rose Benedicks, co-coordinator of our chapter's new Job Search SIG), from which you are asked to select businesses to visit (if you do not have existing personal contacts)
- A flyer detailing a companion Personal Sponsorship campaign, whereby chapter members can make personal contributions to the educational outreach initiative should they so desire (and receive specific benefits in return, based on their level of financial support).

For new solicitations, the only effective way to get a business to sponsor us is to pay them a personal visit. "Cold" phone calls or unsolicited e-mails generally have a very low rate of return because they have been abused for so long by so many solicitors and spammers. For this reason, we are asking everyone to take this route unless you already have a connection at the business (in which case making the initial contact by telephone followed by an e-mail with the .pdf of the brochure attached may work OK).

If you are using phone or e-mail to communicate with personal contacts, if you are following up an initial visit, or if you are seeking a sponsorship from your own employer, you may find the attached 3 sample communiqués useful. The first is an update of a note that our former employment manager Din Bissoondial sent last year to several of his contacts in industry, seeking their support. The second is one that Doug Kerr and I are going to send in an attempt to get one of our 2003 sponsors, Avionics Corporation, to continue its support. The third is an internal communiqué that Doug and I are hoping will convince our department management to support a further sponsorship, beyond the pro bono printing support our Publishing Center has also pledged for reproduction of next year's high school competition brochure. The latter two are designed to be used as letters

with the new Rising Stars brochure as an enclosure. The former is a brief e-mail suitable for a quick message to an existing point of contact within an organization.

Din, via this e-mail, we are asking you if you could make a “cameo appearance” and put out a few feelers again this year on our behalf.

Melanie will be honchoing this campaign between now and February 16, because I will be out of town from January 30 until then. Melanie, you have my eternal gratitude for taking on this responsibility! Folks, please don't make Melanie chase you—give her the information she needs up front, and get her (as well as Erika, for the printer program at the awards presentation) the information on the sponsorship(s) you have secured no later than February 22. Earlier is better!

Please send Melanie an e-mail ASAP (skybluehorizon@hotmail.com)--but no later than this Friday, January 30—telling her which businesses you plan to visit and how many printed brochures you will need to support your visits. Regular members, please also give her your U.S. Post Office mailing address, so she can mail you the brochures. Brochures for FTC members will be physically distributed at UCF by Melanie and Bonnie Spivey.

To ensure full coverage and avoid duplicate effort, Melanie will track volunteers vs. the list of businesses and make adjustments via this e-mail distribution as necessary. Assuming you get her your addresses by Friday, she will mail you your brochures on Saturday to arrive by early next week—giving you this week to plan your visits and three weeks to execute them once you have the brochures.

We cannot wait until the February 11 Administrative Council meeting to distribute the brochures, because that would leave us with inadequate time to secure the sponsorships before the February 22 deadline.

If any of you prefers to exercise the Personal Sponsorship option, please don't be shy about telling us that, so we can remove you from the corporate sponsorship assignments (unless, of course, you are willing to do both ... in which case you'll definitely get 10 gold stars!)

On the other hand, if anyone prefers not to be involved at all in this initiative—certainly not an option we are encouraging but one which we will respect—please make your position clear up front so that Melanie knows how many volunteers she has to work with to canvas the target audience.

Folks, let's get the job done on this! If everybody makes just one visit, we'll be very successful. And a successful Rising Stars fund-raiser will sustain our educational outreach initiative, safeguard this year's Pellegrin Scholarship awards, and stabilize our chapter's finances this year as well as paving the way to do the same for years to come.

Remember:

- **Tell Melanie by this Friday (Jan 30) which businesses you will visit and how many printed brochures you need.** This is crucial to her up-front coordination effort.
- **Get Melanie and Erika the names of the corporate sponsor(s) you sign up by Feb 22,** as well as their level of commitment. This is critical to ensure that all sponsors are acknowledged in the printed program at the awards presentation.

Thank you for your help on this important project.

--Melanie and Dan