Recognizing your Sponsors and Donors

**MANY Thanks . . . to your sponsors and donors:**
Of course, the first thing you will do when you receive a donation from a local businesses or individual is send them a letter acknowledging their support for your *Revolution of Responsibility* project (the rule of thumb is to send your letter within 48 hours of receiving the gift). But the “thanking” doesn’t stop there! There are many ways to recognize the generosity of your sponsors and donors throughout the course of your project. The California 4-H Foundation has created a series of recognition opportunities for its statewide sponsors and donors (see below) and you can provide meaningful recognition and visibility at the local level as well.

**Fundraising Guidelines to keep in mind:**
- Please contact the California 4-H Foundation at (530) 757-8740 to discuss solicitations of $1,000 or more to determine if the funder has already been solicited by another club or the Foundation. It is very important that potential funders do not receive multiple gift requests (as this often results in no gifts); rather, a coordinated effort will be more likely to guarantee success.
- Please notify the Foundation if you receive a gift of $1,000 or more – we would like to provide additional visibility for your donors in keeping with our Statewide Recognition plan!
- Solicitation of gifts of $1,000 or more must be approved by your County Director.
- Don’t forget – some donations may take the form of supplies or services rather than cash – don’t forget to acknowledge these gifts as well – they are equally important to the success of your project!

**Recognition opportunities at the local level:**
- List the names of your donors and sponsors in flyers, event invitations, and other print materials promoting your project. If their gifts vary widely in amount, you can list the largest donors first and you can vary the type size. You may also opt to simply list all donors alphabetically. Avoid listing the specific gift amount.
- List the names of your donors and sponsors in your press releases so that media outlets will know your community’s involvement with your project.
- List the names of your donors and sponsors on signage at events related to your project.
- Purchase a print advertisement or write a letter to the editor at your local newspaper thanking your sponsors and donors.
- Thank your sponsors when you give a speech or an interview.
- Invite your sponsors and donors to special events during the course of your project and/or when it is complete . . . nothing beats a personal thank you!
- Send your sponsors and donors a post-project thank you. Include photos and other materials and be sure to let them know the outcomes and impacts of your efforts – they will love to hear how they helped to make your success possible!

**A couple of tips:**
- Be sure to ask your donors and sponsors how they want to be recognized – EXACTLY how they want to be recognized. How do they wish their name or business name to appear or, do they want it to appear at all? Some donors prefer to keep their gifts anonymous – be sure to respect their wishes.
- Be sure to check and double check your spelling – make sure what you print is 100% correct!
Revolution of Responsibility Statewide Sponsorship Levels

Principal – $200,000 and above
▶ *Industry Exclusive statewide sponsorship*
▶ Sponsorship of 200 Civic Engagement Projects
▶ Top level sponsorship acknowledgment in all print, broadcast and web-based marketing
▶ Linkable logo on Revolution of Responsibility Campaign website
▶ Acknowledgment in California 4-H Foundation Annual Report
▶ On-site recognition at Campaign outreach programs and media events

Presenting – $100,000 and above
▶ Sponsorship of 100 Civic Engagement Projects
▶ Top level sponsorship acknowledgment in all print, broadcast and web-based marketing
▶ Linkable logo on Revolution of Responsibility Campaign website
▶ Acknowledgment in California 4-H Foundation Annual Report
▶ On-site recognition at Campaign outreach programs and media events

Leader – $50,000 and above
▶ Sponsorship of 50 Civic Engagement Projects
▶ Sponsorship acknowledgment in all print, broadcast and web-based marketing
▶ Linkable logo on Revolution of Responsibility Campaign website
▶ Acknowledgment in California 4-H Foundation Annual Report
▶ On-site recognition at Campaign outreach programs and media events

Investor – $25,000 and above
▶ Sponsorship of 25 Civic Engagement Projects
▶ Sponsorship acknowledgment in all print, broadcast and web-based marketing
▶ Linkable logo on Revolution of Responsibility Campaign website
▶ Acknowledgment in California 4-H Foundation Annual Report
▶ On-site recognition at Campaign outreach programs and media events

Supporter – $10,000 and above
▶ Sponsorship of 10 Civic Engagement Projects
▶ Acknowledgment in all print, broadcast and web-based marketing
▶ Linkable logo on Revolution of Responsibility Campaign website
▶ Acknowledgment in California 4-H Foundation Annual Report
▶ On-site recognition at Campaign outreach programs and media events

Advocate – $5,000 and above
▶ Sponsorship of 5 Civic Engagement Projects
▶ Acknowledgment in select print, broadcast and web-based marketing
▶ Linked acknowledgement on Revolution of Responsibility Campaign website
▶ Acknowledgment in California 4-H Foundation Annual Report

Sponsor – $1,000 and above
▶ Sponsorship of 1 Civic Engagement Project
▶ Acknowledgment web-based marketing
▶ Acknowledgement on Revolution of Responsibility Campaign website
▶ Acknowledgment in California 4-H Foundation Annual Report

*We will work to tailor your gift or pledge so that it meets your interests and accomplishes your philanthropic goals. The California 4-H Foundation will accept multi-year pledges and will work with you to establish a mutually agreed upon payment schedule. Matching Gift Challenges will also be accepted.*