

Sponsorship Planning Worksheet

Planning for a Potential Meeting or Phone Call

Pre-Planning

Who are you calling and/or visiting?

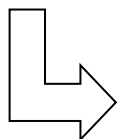


1. What are your goals for the visit or call? Two to three goals are usually a good start!

2. What do you know about the company and the person you will be calling?

What kinds of projects does the company produce or support?

What connections can you make with the company's mission and goals?



3. Develop the agenda for the meeting or call here.

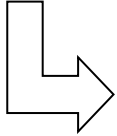


Use this space to brainstorm how you will introduce yourself and your purpose for the call or meeting. Don't forget to include yourself and the purpose!

During the Meeting or Call



How can this company or person become involved and engaged? (Ex. sponsorship, judging, etc.)



Brainstorm a list of questions or points you want to remember for the meeting or call.



Tip: Set up questions so that you are not doing all the talking.

What to Leave Behind and Next Steps

What can or will you leave behind? (Ex. FFA one-page fact sheet, impact report, visibility report, pins, etc.)



What date will you follow-up?

How will you follow-up? (Ex. phone call, letter, in person)