



## Bubbles and Brunch 2017 Committee Tips & Strategies

### Tips for making the Ask

- Utilize the tools that have been provided
  - Fact sheet and MS materials
  - Customized letters (hardcopy and electronic)
  - Sample messages/emails
  - Donor form (hardcopy/electronic/hyperlink)
- If you do not have a direct contact at a company, make sure that you are asking the right person. In most cases, this is the general manager, marketing director, charitable contributions manager, or owner.
- **One of the easiest ways to get donations is to ask when you are in the role of the consumer. Solicit donations from hotels that you stay at frequently, restaurants that you eat at often, and businesses where you do repeated personal or professional business.**
- Often companies will require a formal request on letterhead, the charity's tax identification number, or a copy of the 501 c (3). These items are all in the online toolbox.

### Things to remember when Asking

- Donations are 100% tax deductible
- Proceeds go to benefit the Pacific South Coast Chapter of the National MS Society and national research to find the cause, treatment, and cure for MS.
- Donors will be recognized at the event, providing free advertising to an influential group of Southern Californians and promoting the organization as being philanthropically minded.
- Donation may result in new clientele for donor.
- **Many companies have season tickets/boxes or subscriptions to local sporting events and cultural and entertainment venues and corporate accounts with hotels and airlines that they use to entertain clients and do corporate business. Most will donate to Charities if an employee/customer asks.**

### Following up

- Make calls, emails, and repeat visits
- After donation is made, provide appropriate thank you (email, note, call, etc.) (NMSS will send a formal thank you letter after the event that can be used for tax purposes)