

# LEADER GUIDE TO GETTING BUSINESS BUCKS

## How to recruit companies to support your ioby project

This is a 10-step guide to recruiting companies to support your ioby project. But before you get started, we would like to share our secret ingredient: match campaigns.



## ioby's Secret Ingredient for Success: Match Campaigns

In addition to our basic services, ioby offers a special program to leverage business support as match campaigns for projects like yours. Through ioby, businesses can contribute tax-deductible donations in a way that's highly visible. For instance, if you're raising \$25,000 for your project and a local business is willing to give you \$10,000, you can use the funds as a match campaign to match every dollar given until you've used the \$10,000. By telling supporters that you'll match their donation, you give them a great incentive to give and you'll raise funds faster. And businesses like it because they can show their support to the world online.

Match campaigns are incredibly effective at raising funds and we have seen many ioby project leaders achieve their goals with them. For example, a community supported agriculture farm share in Brooklyn, NY, needed to raise \$2,000 for their low-income share subsidy. They already had a local business that had pledged support of \$1,000, and leveraged that business's donation as a match campaign on ioby. It was an incredibly powerful and innovative idea that allowed them to bring in donations much faster, incentivize their supporters to make bigger donations and it made it much easier for them to ask for donations. They were able to raise the remaining the \$1,000 in just two weeks.

Contact [partnerships@ioby.org](mailto:partnerships@ioby.org) for more information on match campaigns

The next page is a handout that you can give to any of your prospective business supporters.

The screenshot shows the ioby website interface for a project titled "smallwater Community Center and Garden". The page includes the ioby logo with the tagline "Now in your backyard", a navigation bar with "see our progress" and "get started" buttons, and a "STATUS OPEN" indicator. The project description states: "Transforming our vacant lot into a community garden." Below this, there are tabs for "OVERVIEW", "BUDGET", "UPDATES", and "DONORS". The "OVERVIEW" tab is active, showing a photo of two children in a garden. Key statistics include: "TOTAL FUNDING NEEDED: \$5,885", "RAISED SO FAR: \$2,322", and "\$2,863 STILL NEEDED". A "donate to this project" button is visible. A map section titled "where it's at" shows the location on a map. The "the project" section contains text: "smallwater is a grassroots disaster relief initiative based in the Rockaways. Formed by first responders in the immediate aftermath of Hurricane Sandy, the initiative is led by Rockaway residents who are deeply invested in rebuilding a sustainable Rockaway community. smallwater served as a pivotal disaster relief center in the wake of Hurricane Sandy, providing services, supplies, and to coordinating actions. As the needs in Rockaway have shifted, smallwater has moved to provide long-term services by transforming the relief center into an active community center. Services at the center have included a..."

# ioby, US, AND YOU.

If you choose to make a cash donation to our project of 33% or more of our total budget, we can offer you a very special opportunity. On ioby, the crowd-resourcing platform where we are raising funds for our work, companies just like you can make a donation that serves as a match for all donations from individuals who support us.

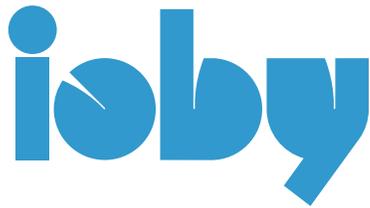
On ioby, you'll have four high-visibility touchpoints with all our potential donors and an additional thank you space after donations have been completed. You'll be able to let the world—and all our donors—how much you support our work.

The screenshot shows the ioby project page for 'smallwater Community Center and Garden'. At the top, it says 'ioby brings environmental projects to life, block by block.' and 'see our progress' and 'get started' buttons. The project title is 'smallwater Community Center and Garden' with the subtitle 'Transforming our vacant lot into a community garden.' Below this, there's a progress bar showing '\$2,322 RASSED SO FAR' and '\$2,863 STILL NEEDED'. A 'donate to this project' button is visible. There's also a map section titled 'where it's at' showing the location in Rockaway Beach, NY.

This is a stylized version of the project page, focusing on the company support area. It features a large orange banner at the top that says 'your company support goes here!'. Below this is a photo of two young girls in pink outfits standing in a garden. The text below the photo reads 'smallwater Community Center and Garden' and 'Transforming our vacant lot into a community garden.' At the bottom right, it says 'NEEDS: \$2,863 of 5,185'.

The screenshot shows the ioby checkout page. It has a 'Checkout' heading and a 'DONATIONS' table. The table lists: 'Project' (smallwater) for \$5.00, 'ioby gratuity from order' for \$1.00, and 'Order total' for \$6.00. Below the table, there's a 'SPONSORED BY' section with a message: 'Thanks to (your company) all donations are matched dollar for dollar!'. There are also sections for 'GIVING CODE' and 'PROFILE' with an email address field.





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## 10 Steps to Get Business Bucks

### 1. Know your story and the people that your project serves

A key part of the ioby's LEAD system is to know the story of your project and audience. It's important to be able to describe your project and the people that benefit from it to any potential sponsors. This way, you can inspire them to support you!

### 2. Put your business hat on

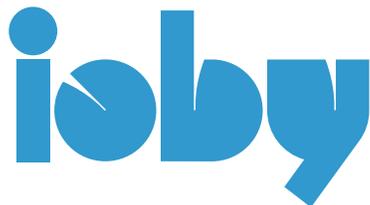
Companies will want to know what you can offer them in exchange for their support. Make a list of everything that you can think of. Some ideas include featuring the business on your ioby profile page, adding a physical sign to your project with their logo, hosting a volunteer day for their employees, talking about them to the media, or introducing them to your ioby project team. You have a lot to offer and can help them to encourage customer loyalty to their business.

#### Reasons a business might support your project:

- Advance their business objectives
- Increase visibility
- Exposure to community leaders (you!)
- Benefitting employees with volunteer and service opportunities
- Create goodwill in the neighborhood

### 3. Identify businesses that could support you

Think of everyone that might be able to support your ioby project. Make a list of the businesses in the neighborhood, people you know, the stores that you frequent, companies that care about building stronger, more sustainable communities and more. Don't rule anyone out. When you make your list, identify how they may be able to help (e.g. materials, tools, food, volunteers, cash, etc).



## LEADER GUIDE TO GETTING BUSINESS BUCKS

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#### 4. Know your “ask”

Prioritize your needs so you know what parts of your project are most urgent. Maybe you need soil and plants first? Or training? Or cash to purchase bicycles? Then match these “asks” to the businesses you will approach. For example, if you need flowers, you can ask a local nursery for an in-kind donation. Be as specific as possible and make it easy for them to say “yes!”

#### 5. Write your pitch

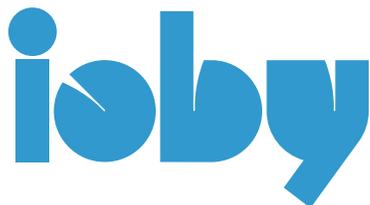
Develop a letter or proposal that you can give to businesses. It should include a description of the project, your impact, how they can help and what they get in return for supporting you. The letter or proposal should be short and concise. ioby has sample letters and proposals to help you--feel free to use them as your guide!

#### 6. Make the “ask”

Begin reaching out to your list of companies using your letter or proposal. Go door-to-door, send letters and emails and call your potential sponsors. Remember, the more personal you can connect with them, the better.

**If they say “yes.”** Congratulations! You have succeeded in getting business support for your project! Send them a letter to confirm their support and instruct them on how to make a tax-deductible donation through your ioby project profile page. If they agreed to give you in-kind support, specify when and how the goods will be donated. ioby has sample letters that you can use for this.

**And what if they say “no”?** Don’t worry, that just means “not yet”! Sometimes businesses may want to contribute, but they are unable to do so at that time. Ask them if you can keep in touch about the project. You may be able to ask them again later on.



## LEADER GUIDE TO GETTING BUSINESS BUCKS

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#### 7. Create a relationship with your sponsor

Think of the sponsorship as an ongoing relationship. You want to be sure to thank them and ensure that their experience is as positive as possible. Recognize them on your ioby project profile page and be sure to share it with them.

##### ioby insider tip:

Ask business to “buy” a piece of your project! You can create a structure where a company can purchase a component of your project, like the greenhouse for a garden or a set of books for a library. This way, they support a key piece of your ioby project and you get what you need.

#### 8. Thank-you notes, pictures, and updates

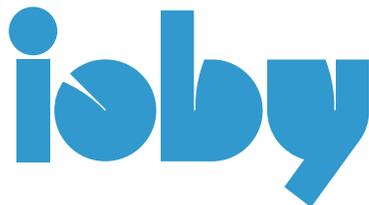
Keep your sponsors updated with information and pictures on your ioby project profile page. And write them a hand-written note to show how much you support means to you.

#### 9. Encourage a long-term partnership

Stay in contact! Invite the business to future volunteer days or other events. And encourage them to send your ioby project profile page to their employees and customers to showcase how they have supported you.

#### 10. Give yourself a high five

You did it! Your persistence paid off and you have built relationships with businesses to help bring your project to life!



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### How to recruit companies to support your ioby project

Use a letter like the one below combined with the following page to make your best pitch.

SAMPLE LETTER

June 21, 2013

Name  
Company  
Street  
City, State, ZIP code

Dear Ms. Jones:

For the past several weeks, a number of volunteers and I have been working together to transform the vacant lot on Smith Street into a beautiful community garden and event space. The lot has sat vacant for nearly 20 years collecting trash and standing as a symbol of disinvestment. Members of the community are working to break this pattern by reimagining what the vacant lot can become and transforming it into a space that we can all be proud of. To bring the garden to life, we are reaching out to as many potential supporters as we possibly can.

Our neighborhood has been designated a food desert, where there is little access to fresh fruits and vegetables. The garden will provide a neighborhood space where the community can grow produce, provide healthy food options, offer hands-on learning opportunities and serve as place where the community can connect and share. A team of over 50 residents have already volunteered to help build the garden and we are getting more support every day. We have already cleared the lot and are beginning to build the garden beds so they can be in full bloom by the springtime.

We need your help. To bring our garden to life, we are seeking financial contributions to pay for materials and supplies such as shovels, bulbs and seeds. We would be grateful if you could make a contribution to the garden and help us achieve our goals. We would also very much welcome any in-kind contributions. Your support will go directly to transforming this vacant lot so that it becomes an asset to the community and creates a place that helps the community to thrive.

You can make a tax-deductible donation directly to our fundraising page on ioby: [ioby.org/\\_\\_\\_\\_\\_](http://ioby.org/_____). And I am happy to call you soon to talk about you and your company being an important partner in this effort.

Thank you for helping to make our neighborhood stronger and more sustainable.

Sincerely