



# Fundraising and Sponsorship Committee

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**Context:** TROtt will be developing a Fundraising and Sponsorship Committee in an effort to distribute some of the workload involved in raising money for the program. The committee would report to the Board of Directors, Fundraising Lead and all activities must be approved by that Director (or the entire Board at the discretion of the Fundraising Lead). Ideally, this group would be composed of TROtt program volunteers, instructors, riders and/or parents of riders.

**What:** help in the planning, organizing, communicating, evaluating and brainstorming of Fundraising and sponsorship activities for TROtt. As well, we are looking to strengthen our sponsorships in the community and are looking for people who have connections to businesses that may want to give trot money.

**Who:** We are looking for a group (4-5 people) of volunteers to help develop our fundraising and sponsorship programs. We are looking for individuals who:

- are looking for meaningful ways to spend their time and expertise (approx 10 hours per month)
- are fun, energetic, organized and/or creative
- enjoy talking to people and building relationships
- are self-starters and can work independently or as a team

**Commitment:**

- we are looking for individuals who are willing to commit for at least one (1) year for approx 10 hours per month
- All time is volunteer (and would count towards any required volunteer hours)
- Monthly meeting (likely 1 hours via a conference call)

**Fundraising Responsibilities:**

- Brainstorm potential fundraising opportunities
- Prepare fundraising proposals for the Board that include a brief description of the event, target audience, potential of money to be raised, how it will be promoted, potential \$\$ costs to TROtt, and any other strategic considerations
- Plan and organize Board-approved fundraising events
- Communicate with fellow committee members and the Board
- Develop communications and marketing materials to support Board-approved fundraising events (including signage, social media, web, etc)
- Attend fundraising events either as a volunteer or as the lead (Board will also support)
- Evaluate success of event – including money raised, lessons learned, recommendations for next time

**Sponsorship responsibilities:**

- Brainstorm potential sponsors for prospecting
- Help identify sponsors and what we could possibly offer them
- Liaise with the Fundraising lead to develop a sponsorship proposal for companies/individuals identified as interested in sponsoring TROtt



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- Good listening skills to be able to identify what potential sponsors see as beneficial to them
- Ideally available during regular business hours to go prospecting, with time to build relationships
- Follow up with sponsors on a regular basis to notify them of what is happening at TROtt
- Draft the Sponsorship Fulfillment Report (to be Board approved) at the end of the year to send to sponsors and ask for another year

Please contact Joleen at [trottfundraising@rogers.com](mailto:trottfundraising@rogers.com) for more information.