## Dear (Name),

My name is Your Name and I am a member of the Your Committee for Indiana University Dance Marathon. IUDM is a student-run organization dedicated to raising money for Riley Hospital for Children. Since 1991, we have raised over \$28 million For The Kids, and in 2016 alone we raised over \$4.1 million! I am contacting you today to see if Company Name is interested in serving as a corporate sponsor for IUDM 2017.

In the past, all of the money raised by IUDM has gone to the "Indiana University Dance Marathon Research Endowment Fund" which is a 10 million dollar endowment for the Ryan White Center for Infectious Disease. After the 2015 marathon we have completed this endowment which means that it has now been fully funded!! That being said, all of the money being raised will now go to fulfilling the areas of greatest need at Riley Hospital for Children and will go towards our next endowment funding research at the Wells Center for Pediatric Research. We will also be using it to fund clinical programs in various areas at the Hospital.

Your participation and continued support of IUDM directly supports Indiana's children and their families. Specifically, 75 percent of the funds raised by IUDM will support pediatric research at the Wells Center for Pediatric Research and 25 percent will support clinical programming at Riley Hospital. By partnering with IUDM, you are enabling innovative people, programs, and technologies to translate new ideas into the best possible research that is revolutionizing treatments and seeking cures for conditions such as cancer, diabetes and asthma.

I sincerely hope Company Name will consider partnering with IUDM as a corporate sponsor! This year, we would love to build a *customized relationship and sponsorship package* that fits your company's goals and needs. I would love to discuss what IUDM can do for your business and how you can have an impact on Riley. If you would like to meet or discuss this further over the phone I would be more than happy to do so. Additionally, please feel free to use the official 2017 IUDM Corporate Partnership Packet I have attached to this message as a reference!

Please let me know any questions or concerns you may have! Feel free to email me at Your Email Address or contact me at Your Phone Number. Here is the link (https://www.youtube.com/watch?v=F9sW8NAKBtA) to a video from the 2016 Marathon for you to get a better idea of what we do here at IUDM! Thank you for your time and I look forward to enhancing our relationship this upcoming year.

If I have the incorrect email or if it is someone else's job to handle these requests, could you please pass this email along to them? Thank you.

For The Kids, Your Name

## Suggestions:

If you know the person you are emailing personally, start your email off by establishing and affirming your relationship! (Break the ice)

Make sure to attach the corporate packet to your email

Add some Personal information (consider the following ideas):

- 1. Reasons why you joined IUDM
- 2. A story3. What Riley does where the money is going
- 4. Give the company something to connect to
- 5. Riley kids that you have encountered (maybe attach a Riley story)

## **Calling Template**

Hi my name is YOUR NAME and I am a member of the YOUR COMMITTEE for Indiana University Dance Marathon. We are a student-run organization that raises money throughout the year for Riley Hospital for Children. Last year, we were able to raise over \$4.1 million For The Kids!

I am calling you today to tell you about IUDM's commitment to *customized relationship and sponsorship packages* that fits your company's goals and needs if you choose to become a sponsor. I would love to discuss this more with you if you have the time!

- Allow them to respond to you
- Tell them where the money goes
  - In the past, all of the money raised by IUDM has gone to the "Indiana University Dance Marathon Research Endowment Fund" which is a 10 million dollar endowment for the Ryan White Center for Infectious Disease.
  - After the 2015 marathon we have completed this endowment which means that it has now been fully funded!! That being said, all of the money being raised will now go to fulfilling the areas of greatest need at Riley Hospital for Children and will go towards our next endowment funding research at the Wells Center for Pediatric Research.
  - We will also be using it to fund clinical programs in various areas at the Hospital.
  - 75 percent of the funds raised by IUDM will support pediatric research at the Wells
    Center for Pediatric Research and 25 percent will support clinical programming at Riley
    Hospital
- Tell them we have a Corporate Sponsorship Package that we could send them and more information could be provided
- Provide them with your email OR send them iudmsponsorships@gmail.com !!!!!!
- Thank them even if they are not wanting to donate again!