

Event Partner Development

- Kelsey Calhoun
Donor Relations
Manager

2021 VIRTUAL
REC FOUNDATION
SUMMIT

The image shows a tablet displaying the event logo. The logo consists of a stylized mountain range in dark blue above a white banner with the text "2021 VIRTUAL" in dark blue. Below the banner, the words "REC FOUNDATION" and "SUMMIT" are written in a large, bold, teal sans-serif font.

2021 VIRTUAL
REC FOUNDATION
SUMMIT

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PRESENTATION GOALS



WHO WE ARE / WHAT WE DO

Understand who the Development Department is and what we do

DONORS

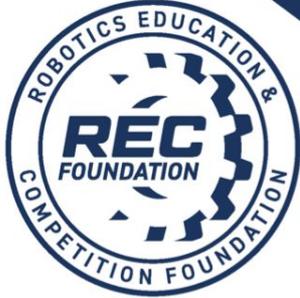
Learn how to find and cultivate donors, and know how to make the ask



HOW TO WORK WITH US

Learn how we can work together





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Share your questions in the meeting chat - we will review them at the end of the presentation.

MEET THE TEAM

DEVELOPMENT



Amelia Gulling
VP of Marketing and
Development



Kelsey Calhoun
Donor Relations
Manager



Leslie Hughes
Grants Program
Manager



Tokie Morgan
Development
Administrator



Taunja Weber
Community
Engagement
Coordinator



WHAT IS DEVELOPMENT?

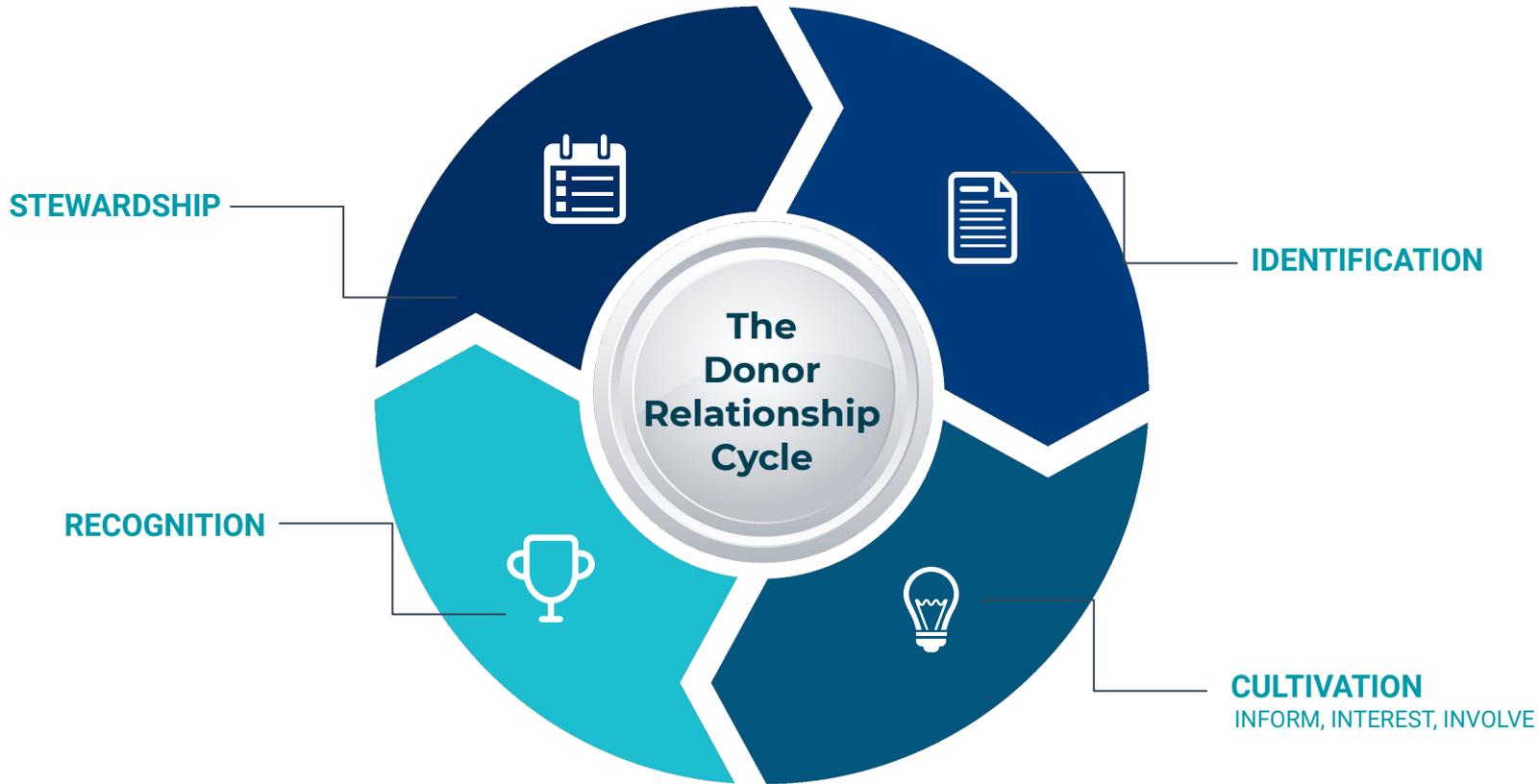
Development is the introduction of donors to a non-profit organization:

- building their interest in the organization's mission/services
- developing in them a passion for the mission and a commitment to the organization's future
- getting them to make-the-gift
- maintaining the relationship so that they will continue to support the mission and continue to give

Development and fundraising are not the same

- Development means that the donor is supporting the mission and programs of the organization.





IDENTIFICATION

Donors can be individuals or companies. Identify which people or organizations already have an interest in the mission of the REC Foundation. A lot of companies have “community engagement” pages on their website that will tell you where they like to give.

Address the right audience. Building relationships and asking for feedback from top donors is key.

Use current events as networking opportunities. Those attending competitions have already bought into the mission of the REC Foundation. Talk to the parents and spectators and see who they work for and see if their company would be willing to help sponsor your next event.





CULTIVATION

- **Keep donor communications positive.**
Donors are much more likely to act on positive emotions such as the good results of their contributions.
- **Get to know your donor.**
Ask a lot of questions. Finding out what the donors interests are is key here!
- **Follow through.**
Make it easy for someone who expresses interest in your cause to have an immediate connection. Connect and follow through as promptly as possible.



The REC Foundation's mission is to increase student interest and involvement in STEM by engaging students in hands-on, affordable, and sustainable robotics engineering programs.

VS



CULTIVATION : INFORM YOUR DONOR

Inform your donor. Videos are powerful tools. Using a video to show how much the REC Foundation's programs means to students can not only give the donor a glimpse into the world of robotics but also get them excited about the programs. You can even use our [REC Foundation Youtube channel](#).



SOLICITATION

Show how their donation can make a difference.

Be very specific.

- Would you be able to live-stream the event so people could spectate from home?
- Could you purchase a new field to allow for more teams to participate?

Remember that this relationship goes two ways.

What do your donors get in return?

ALWAYS include a call to action.

Be clear and concise about what you need and the next steps.

Bell Vertical Robotics Competition SPONSORSHIP DECK



SPONSORSHIP LEVEL	SOLD	\$20,000	\$15,000	\$10,000
PRESENTING	3-Minute Intro Presentation	Award Presentation	Award Presentation	-
COMMERCIALS	Five 2-minute Videos	Four 90-second Videos	Three 90-second Videos	Two 90-second Videos
VOLUNTEERS	9	6	3	0
GAME ELEMENT NAME	x	x	x	x
TABLE AT EVENTS	Two 6-foot tables	Two 6-foot tables	One 6-foot table	One 6-foot table
LOGO PLACEMENT				
BANNERS	x	If provided	If provided	If provided
T-SHIRT	x	x	x	x
WEBSITE	x	x	x	x
DIGITAL BANNERS	x	x	x	x
PUBLIC RELATIONS				
PRESS RELEASE	All Event PR	All Event PR	Joint PR	Joint PR
SOCIAL MEDIA HIGHLIGHTS	4	3	2	1
EMAIL BLASTS	3	2	1	1

These benefits will span over four events.



SOCIAL STATS

FOLLOWERS
 7K 4.5K 1.2K 10K

OVER 36K SUBSCRIBERS

Robotics Education & Competition Foundation | 2021 | roboticseducation.org | support@roboticseducation.org



ROBOTICS EDUCATION & COMPETITION FOUNDATION
Inspiring students, one robot at a time.

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RECOGNITION



Invite donors to the event.

Do something special for them to thank them during the event.



Say thank you.

This isn't just polite; it's also a necessity to acquire their long-term support and contributions. You can utilize hand-written thank you notes, also.



Tell them about the event.

This is your time to brag about your event!



STEWARDSHIP

Understand the value of donor retention.

Come up with a strategy to cultivate relationships with donors. It is much easier to retain a donor than to secure a new one.

Ask for feedback.

Make sure the donors feel heard and give them a chance to add input - important in maintaining a relationship.

Keep in touch.

Don't let your ask and thank you be the only time you communicate with your donors.



HOW TO WORK WITH OUR TEAM

- **We are here to help!**

Whenever you might have a question or need some extra help please feel free to contact us.

- **If a company needs to donate to a 501c3.** A 501(c)(3) is the portion of the US Internal Revenue Code that allows for federal tax exemption of nonprofit organizations. The REC Foundation is a 501c3.

- **When a company is interested in donating a large amount.** If you have a company that has bought into our mission and could be willing to donate more than you would need as an EP. We will continue to make sure your events are supported!



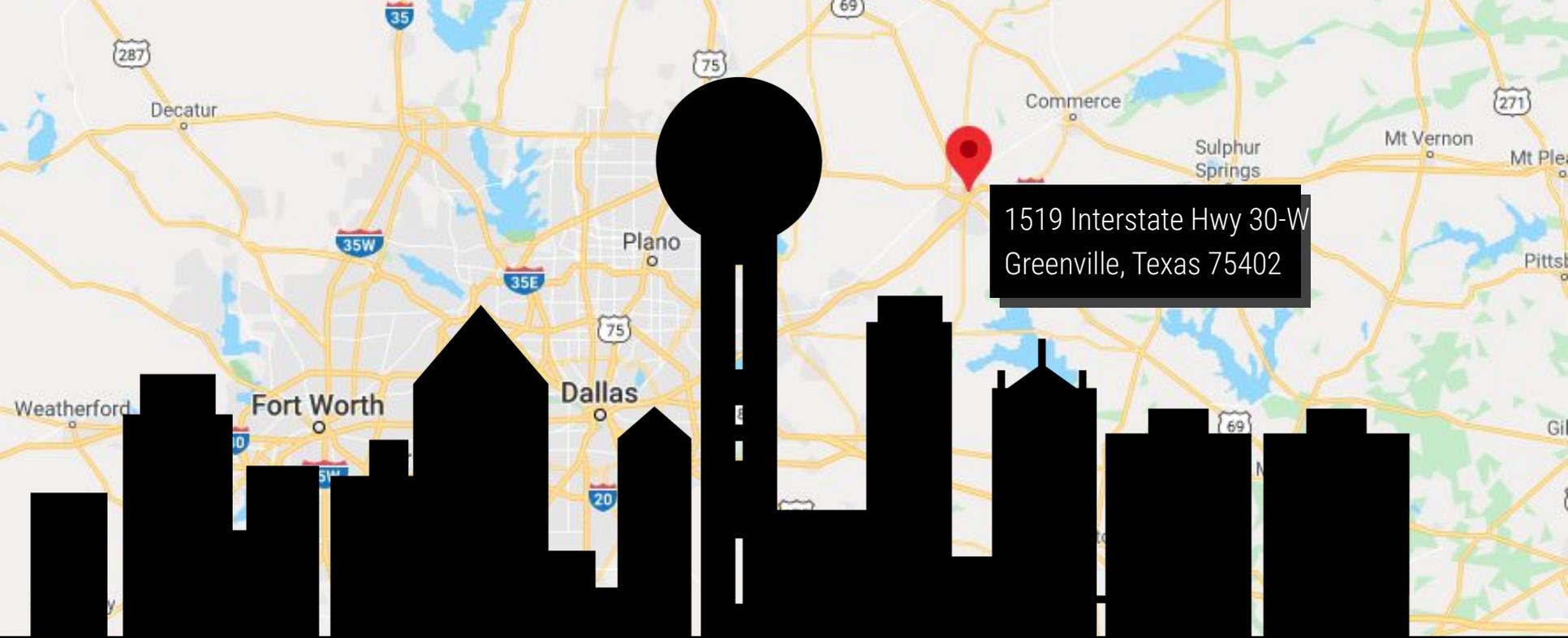
HOW TO WORK WITH OUR TEAM

- **If a company shares a grant application with you.** Grant writing can be a tedious task especially for those who have never done it before. We have an amazing grant writer on staff here at the REC Foundation.
- **When a company needs more information.** Although our EPs are some of our most dedicated volunteers, we do not expect you to know everything. Our development department might not know all of the answers, but we will know someone who can answer them!



SPONSORS





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Greenville, Texas 75402

Contact Us

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development@roboticseducation.org

 Roboticseducation.org

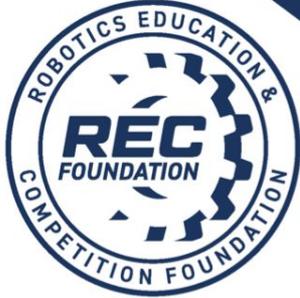
 Robotevents.org

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Q&A

THANK YOU



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