



Save money. Save lives. Save the environment.

Fundraising Tips for *enGAUGE It*

If you need help raising money to implement *enGAUGE It*, here are some steps to help you. Make sure to start at least three months before your event so you have enough time to raise the funds you need to place orders, have materials printed, and get items for your event.

1. Identify what portions of *enGAUGE It* that you may need help funding, such as:
 - Having *enGAUGE It* t-shirts made
 - Printing costs for the information cards, flyers, and other materials if your school or youth group cannot do the printing
 - Postage costs if you're mailing a letter to local businesses and organizations
 - Purchasing refreshments for your *enGAUGE It* volunteers during the event
 - Purchasing materials for your *enGAUGE It* display
 - Renting tables, chairs, and tents (but hopefully you can borrow these from your school or another local organization)
2. After you've identified what you need help funding, find out the cost for each.
3. Identify what potential sponsors will get in return for their donation, such as their name and logo on the back of the t-shirt, listing in your event press releases, or other recognition.
4. Based on the amount you will need, set two or three sponsor levels with different benefits for each (there are suggestions on the Fundraising Form template).
5. Identify potential sponsors in your area, including local businesses, organizations, and government offices.
6. Prepare for contacting these potential sponsors with the following information:
 - An introduction to you, your school or youth group
 - An explanation of *enGAUGE It* and your role in the program
 - Date and location of the *enGAUGE It* event you are planning
 - What you are raising funds for
 - What your sponsors will get in return for their donation
 - A form for your sponsors to complete (see our template), along with a way to contact you with their information, donation, and an electronic copy of their logo (if you're planning to use it), and a deadline for sponsorships
7. About three months before the event, contact those your potential sponsors and present the information in step 6.
8. Keep good records of who you have talked to at each organization, and follow up within a week of your original contact when appropriate.
9. After your event, send thank you letters to each of your sponsors, and consider including photos, a tire gauge and information card, or even a t-shirt!

***enGAUGE It* Fundraising Form**

Students of NAME OF SCHOOL, in partnership with a non-profit organization called the Newton Marasco Foundation, are implementing *enGAUGE It*, a program to help educate drivers about the benefits of regularly checking and correcting their tire pressure. By keeping tires properly inflated, drivers can help save money, save lives, and save the environment!

On DATE, we will be having our *enGAUGE It* event to give away free tire gauges and information cards to drivers in our area. You can help us by becoming an *enGAUGE It* sponsor! There are two levels of sponsorship for *enGAUGE It*, described below.

Title Sponsor, \$100 or more

Business name **in large size print and logo** on our *enGAUGE It* t-shirts
Recognition in our press releases

Green Sponsor, \$50 to \$99

Business name on our *enGAUGE It* t-shirts
Recognition in press releases and promotional materials

Your sponsorship will help us purchase t-shirts for students to wear on the day of the event, and other costs associated with the *enGAUGE It* program. Please sponsor this exciting program that will help us all save gas and money, protect the environment, and improve the safety of drivers in our area!

If you have any questions, please contact NAME, PHONE, EMAIL ADDRESS

Please complete this form and send it with your donation by DATE to: NAME, ADDRESS

For more information about enGAUGE It, visit www.enGAUGEIt.org

 Yes! I agree to be an *enGAUGE It* sponsor!

Business Name _____
Contact Name _____
Address _____
City _____ State _____ Zip _____
Telephone _____
Email address _____
Web address _____

Sponsorship/Donation

- Title Sponsor: \$100 or more
 Green Sponsor: \$50 to \$99

Please make your check payable to NAME OF SCHOOL OR YOUR GROUP