

Community Engagement for Fundraising Tip Sheet

→ Corporate & Local Leadership Support

- Secure endorsements from local officials, such as your mayor, city council, chamber of commerce or other leaders to boost visibility and credibility.
- Form partnerships with businesses for sponsorships, in-kind support, or joint events. Make it a win/win by score branding for them and donations for you!

→ Engagement-Focused Events

- **Host exclusive events:** Think sponsor-only breakfasts or business roundtables that deepen relationships with leaders and donors.
- **Mobilize college groups:** Fraternities, sororities, student clubs can volunteer or be ambassadors at your events.
- **Run a “Thank-A-Thon”:** Sports team volunteers personally call to thank donors. It’s great for engagement and retention.
- **Take it public:** Present to civic groups (chamber, nonprofits, associations) with your team’s community award. Educate them on your values and invite ongoing support.



Why These Ideas Work

- **Engages multiple influence levels** from civic leaders to students to everyday community members.
- **Boosts brand trust** with official endorsements that help you stand out.
- **Encourages word-of-mouth** with events & volunteer calls for connection.
- **Adds volunteer muscle** like college-age helpers = energy + people power.