

Thoughts on marketing Celebration H.R.A.! III

A. For underwriters, the ideal sequence of events is:

--an informal contact at a meeting or social time where you tell the prospect that you are working on a project very important to you and you want to involve him/her. If get interest, make an appointment or promise to call; or close by getting authorization for H.R.A. to bill

--appointment: go for minimum of \$1500; \$1000 gift and a table. Close by getting authorization for H.R.A. to bill or leave response card/envelope, press release and "why now" piece. Tell them you will follow up within ten days by phone; try again in ten days.

--no go on \$1500, go for table. Close by trying for authorization to bill. Leave response card, press release and "why now" piece. Tell them you will call within ten days.

--no go on table, point out that H.R.A. is a donor organization with recognition and benefits for a donation as low as \$50. Get something for your effort!

Note: it is much easier to say no on a phone call than across the table.

B. For table sponsors

--same as above, except that you start with a table; when that is accomplished, try to "upgrade" to the underwriter level.

Ways to persuade:

The evening:

- good food (steak and chicken)
- good entertainment
- no pressure (no auction, no one "working" the crowd for donations)
- a chance to reward key employees by bringing them to a great evening
- honors a wonderful man. A real feel-good time
- celebrates 20 years of service

The gift:

- helps prevent people going into nursing homes. Review "why now" before contact, so facts are easy to remember
- helps people keep their jobs. Without H.R.A.'s attendant services, almost 40 people would lose their employment
- is tax deductible. After the event, receive a letter for use with IRS

The benefits

- \$1500 (\$1000 plus table) entitles to Guardian Angel status.
 - lapel pin, subscription to H.R.A. newsletter, copy of annual report, invitation to December H.R.A. Winterfest, 4 tickets to Classic Wheels in July and admission to Hospitality Room at Classic Wheels (if paid by July 1), two more free tickets to the dinner. **Plus** recognition in dinner program and H.R.A. publications
- \$500 table entitles to Patron level.
 - same as Guardian Angel **except** no extra (2) free tickets to the dinner or admission to Hospitality Room at Classic Wheels
- \$50 entitles to Friend status
 - lapel pin, subscription to newsletter, annual report and recognition in H.R.A. publications
- \$120 entitles to Supporter status.
 - same as Friend plus invitation to December Winterfest and 2 tickets to Classic Wheels Show in July (paid by July 1)