

Follow Up Sponsorship Communications

If you have emailed a sponsor and have not heard back from them within 3 business days, try the following communication strategies:

1. If you are the connection to the sponsor and are doing follow up, your first step in following-up should always be a phone call:

a. Script:

“Hi, ___(Mr./Mrs. ___)___, my name is _____ and I am a ___(year level)___ at ___(high school)____. I recently emailed you regarding The Leukemia & Lymphoma Society’s Student Visionaries of the Year campaign, an exciting competition I am in. *(Feel free to insert your connection with them here. For example, ‘My dad, ___(dad’s name)___ gave me your contact information because he thought you may be willing to meet with me to discuss ways that you/your company could get involved with this campaign.)* I wanted to touch base with you and see if you have received my email and if you have time to schedule an in-person meeting with me to discuss exciting opportunities for us to partner together!”

b. Voicemail:

“Hi, ___(Mr./Mrs. ___)___, my name is _____ and I am a ___(year level)___ at ___(high school)____. I recently emailed you regarding The Leukemia & Lymphoma Society’s Student Visionaries of the Year campaign, an exciting competition I am in. I wanted to touch base with you and see if you have received my email and if you would be able to have a brief in-person meeting to discuss ways we can partner together in this competition. I’m sorry I wasn’t able to reach you today. I will be sending a follow-up email when I hang up as well. Please feel free to call me at ___ or email me directly at _____. Thanks and I look forward to hearing from you shortly!”

c. Follow-up email

“Hi, ___(Mr./Mrs. ___)___, my name is _____ and I am a ___(year level)___ at ___(high school)____. I just left you a voicemail regarding my previous email about The Leukemia & Lymphoma Society’s Students of the Year campaign, an exciting competition I am in. I wanted to touch base with you and see if you have received my email and if you have time to schedule an in-person meeting with me to discuss exciting opportunities for us to partner together!”

Pro-tip: It’s helpful if you go to your “sent” box and forward the original email and then include the below paragraph in the body of the new email.

2. If a friend or family member has the warmer connection to the sponsor have them follow up on your behalf, This can be either an email, text, or phone call, depending on their relationship.

Pro-tip: If it is an email, have them copy you on the email so that the person can easily reply to you.



- a. **Example Email:** Hi, (Person). My son, _____, sent you an email recently regarding arranging a meeting to discuss their participation in The Leukemia & Lymphoma Society's Student Visionaries of the Year competition. I thought you/your company would be interested in learning more about all that LLS does as well as their participation in this competition. _____ (your name)_____ has put a great deal of effort into this campaign and would be thrilled to have the opportunity to sit down with you to discuss ways you can get involved. Are you available for a short meeting with them? Please feel free to email them directly at : _____ (your email) _____ to arrange a time to meet at your earliest convenience.

Reminders:

- *Your main goal is to just get the initial meeting with them. You don't want to limit your conversation to only discussing a monetary sponsorship when there are many ways that they can support you.*
- *Focus is to get an in-person meeting with them, or a phone/Zoom meeting as the alternative.*
- *When you're calling, be prepared to answer questions over the phone regarding the competition.*
- *If they ask if you're looking for a sponsorship, let them know that there are multiple ways that a company/organization can partner with you in this competition and that you would love the opportunity to discuss in more detail in person.*
- *It may take multiple touches in multiple ways to get on their calendar.*
- *Stay engaged and communicate with them early and often.*
- *If you're not getting responses from them via email, pick up the phone and call.*
- *If you've called and they didn't answer, **ALWAYS** leave a voicemail with them including your name and reason for calling.*
- *Send a follow-up email with them after leaving a voicemail.*
- *Keep it brief and remember that your end goal is securing a meeting.*

