



Template Intern Program Outreach



Success metric for email: meetings booked

Email 1

Subject: {{Company Name}}

Hi [name]!

Making an actual impact with your charitable giving is hard. Local giving has shown to uplift communities and help small businesses thrive.

Matter is a women-operated, diverse news nonprofit that acts as a watchdog for the Columbus community and small businesses. We believe free, independent news is foundational to social justice and equitable economic growth.

{{Company name}} came to mind as a potential donor/sponsor partner as our values may align.

Are you open to learning more?

Thank you,

Cassie

Director

Matter News + Grey Matter Media

Independently and locally operated

Proudly built in Columbus, OH

Email 1: Intern Program Specific

Subject: {{Company Name}}

Hi [name],

Making an actual impact with your charitable giving is hard. Local giving has been shown to uplift communities and help small businesses thrive.

Matter is a diverse community news nonprofit that acts as a watchdog for the Columbus community and small businesses. And free, independent news like ours has been proven foundational to social justice and equitable economic growth.

{{Company name}} came to mind as a potential sponsor to help fund our summer intern program as I believe our values may align.

Are you open to learning more?

Thank you,

Cassie

Director
Matter News
Independently and locally operated
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Email 2: [if they do respond] freestyle it to book meeting.

Don't send them information, only be concerned with getting a meeting. Send investor deck after meeting. If they say they want more info first, then can send the deck and say lmk if you have questions and if you'd like to discuss it in a Zoom or in person meeting.

[if they end up saying no].... Ask for a referral "do you know of any local businesses or individuals who might want to sponsor nonprofit news?"

Email 2: [if they don't respond] Bump

Subject: [respond in thread of 1st email]

Hi [name]!

Any thoughts on partnering with a local nonprofit?

Thank you,

Email 1: Past Sponsor (if we suspect they CAN donate)

Subject: {{Company Name}}

Hi [name]!

We really appreciate that {{Company Name}} has supported Matter News in the past with {{item sponsored}}. Aligning with businesses like yours fuels us as a startup nonprofit.

3 journalism interns from Ohio University are working with us this summer and we have a tradition of paying our interns. Unfortunately this year, we are not in a financial position to do so. {{Company Name}} came to mind as a potential sponsor in helping us fund our summer intern program.

Are you open to learning more? And even if you are unable to participate, do you know any businesses or donors who might be interested in supporting our interns?

Thank you for your consideration!

Cassie

Director
Matter News + Grey Matter Media
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Email 1: Past Sponsor (if we suspect they canNOT donate)

Subject: Connections for local news?

Hi [name]!

We really appreciate that {{Company Name}} has supported Matter News in the past with {{item sponsored}}. Aligning with businesses like yours fuels us as a startup nonprofit.

3 journalism interns from Ohio University are working with us this summer and we have a tradition of paying our interns. Unfortunately this year, we are not in a financial position to do so.

I want to ask if you know of any businesses or donors who might be interested in sponsoring and helping fund our summer intern program?

Thank you for your consideration!

Cassie

Director
Matter News + Grey Matter Media

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Email 3: [eventually] Value

My name is [name] and I am [a/the position] at [Matter News](#). We are in the middle of our biggest fundraiser of the year, and we still have \$13,000 left to raise by January to keep our news organization healthy and sustainable into 2022. **You came to mind as a potential sponsor, as we**

Would you be willing to donate to our campaign?

We are specifically looking for monetary sponsorships. We have [three sponsorship levels](#) that each come with their own perks. It only takes three mid-level sponsorships for us to reach our goal.

[Become one of those three today!](#)

By becoming a sponsor, your organization can claim a tax deduction for your donation and get your brand in front of new audiences. But that's only one of the sponsorship perks, not to mention the satisfaction of knowing you're keeping the news free for those who can't afford it. *And you'll be in good company! Our sponsors include [Wexner Center for the Arts](#), [Fox in the Snow](#), [Seventh Son Brewing](#), [TigerTree](#), [Ace of Cups](#), [MadLab Theater](#), and [Dough Mama](#).*

If you are unable to give at this time, we would still love to set up a time to discuss future sponsorships or other ways we can partner (events, advertising... the possibilities are endless!). If you decide to donate, we are excited about this partnership between our organizations.

Thank you for your consideration and have a wonderful holiday season!

[name], [position]

[Contact info]

A bit about us: [Matter is a digital news source for all of us who receive too much information and not enough context. We investigate the most pressing issues in Columbus and share the stories we find in videos, articles, podcasts, games and more. We are the only locally-owned, women- and LGBTQ-founded nonprofit news outlet in Columbus and governed by a diverse board. Most importantly, our content is free and accessible.](#)

SUBJECT:

Finish 2021 with a tax write-off that saves the local news!

Hi [name]!

My name is [name] and I am [a/the position] at [Matter News](#). We are in the middle of our biggest fundraiser of the year, and we still have \$13,000 left to raise by January to keep our news organization healthy and sustainable into 2022. You came to mind as a potential sponsor, as we feel your business is aligned with us and our mission.

Would you be willing to donate to our campaign?

We are specifically looking for monetary sponsorships. We have [three sponsorship levels](#) that each come with their own perks. It only takes three mid-level sponsorships for us to reach our goal.

[Become one of those three today!](#)

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[name], [position]

[Contact info]

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SUBJECT:

{{Target Company Name}}

- Diverse founders
 - Women founders, LGBT, young founders
- Creative Companies
- Companies with DE&I initiatives
- Companies with charitable giving on their website

Hi [name]!

[Pain/Job to be done] – choose 1

- Save local news
- Tax write offs
- Local nonprofit
- Watchdog → checks and balances.
- Levels the playing field for small business owners
- “We’ve got back, will you have ours?”
- Helping students
- Targeted help: “Make a larger impact by targeting your charitable giving.”

Making an actual impact with your charitable giving is hard. Local giving has shown to uplift communities and increase the small business success..

[What + value] – dependent on the pain point

Matter is a

- Matter is a women-operated, diverse news nonprofit that acts as a watchdog for the local community and small businesses. We believe free, independent news is foundational to social justice.
- You came to mind as a potential donor/sponsor partner, , _____

[Strong CTA or questions]

Thank you

Cassie

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Matter News

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