

EWB Halloween 5K 2018: Sponsor Calling Script

Before you call, open this spreadsheet and make sure you jot down the info from your company.

<https://docs.google.com/spreadsheets/d/1dNohR-3gSB8TNwBoKLZAKZx1QWRTEAJDtYquO10T78o/edit#gid=0>

Hello! My name is [first name], and I'm calling from Purdue Engineers Without Borders. We conduct international development projects, and are in the middle of a massive water distribution project in Bolivia, as well as a biogas project in Uganda. The reason I'm calling you today is because to help fund these projects, we'll be holding our second annual Halloween 5K on October 20th, and we're wondering if [business name] would like to support a good cause and sponsor our event event.

If they say yes, let them know our offers:

- \$50 – Name announced on starting line
- \$100 – Name announced on starting line, posted on our website and if the company has a banner set-up along the route
- >\$200 – Name announced on starting line, posted on our website, and if the company has a banner set-up along the route and company name printed on the back of T-shirt if they agree to sponsor us by Oct 1st

If they're not convinced, sell our VALUES

- Talk about the projects
- Convince them that this small donation will help bring water to a developing community
- Also talk about the publicity they'll receive and the good image they'll get from supporting a good cause

Other info:

- We are a 501(C)3 tax exempt organization; **their donations are tax deductible**
- The 5K will take place at 8:00AM, and participants will be wearing Halloween costumes
- T-shirts are available for purchase