

B. How do you find “Business Organizations” to fund your request ???

1. Make a list of businesses which could benefit most from the good will & free publicity they will get from a small donation to help the families & children in the community.
 - a. businesses who sell food, or supplies or services to the schools.
 - b. businesses who advertise a lot. For example: car dealers, department stores, food stores, drug stores, fast food restaurants, insurance agents.
 - c. doctors offices, hospitals & clinics who derive income serving children.

When you find the correct people & contact info ...

2. Mail them the enclosed letter re-typed with your contact information.
3. Wait 5-10 days and call them on the phone.
4. Offer to make a presentation. **You can call us for help.** 800-266-6394
5. The key to this approach is the **good-will** they will receive and the **free advertising** they will get. To fulfill this need:
6. Notify local papers of the donation & its purpose. Ask for a “News Release.”
7. Request a photographer to take pictures of the check being presented.
8. Have a second “News Release” when the first products are delivered. Perhaps being turned over by the donor, again with photos.

Good luck!

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