

**Guidelines for
Obtaining Donations
for Krewe of Krampus
Events**

With Krewe events we will need to obtain donations occasionally. These donations may range from goods and services to actual money. When we have fundraising events this is a particularly important aspect. This document will provide some guidelines to help you when you reach out to local businesses.

Prepare

To help you be successful, one thing is to always understand and remember what the Krewe stands for.

Our mission statement is:

To support cultural understanding, promote social inclusion, and to contribute to the well-being of children in our community.

Anytime we have fundraiser the main goal is to raise money for the Krewe and support our mission. It's important to remember that when we have a fundraiser a portion (this will vary with the event) of the money we raise, after expenses are paid, is donated at the end of the year. The charity we support is The Pablove Foundation. This organization provides funding to underfunded, cutting-edge pediatric cancer research and improves the lives of children battling cancer through art. Locally, The Pablove Foundation has the New Orleans Shutterbugs, which provides children in our area with a way to express themselves through photography. Once a year there is a gallery show for the children on Julia Street, which is just an absolutely amazing event to experience and one we encourage our Krewe members to attend.

If you are passionate in what we are doing than it's so much easier getting others excited about what we're doing. Who doesn't want to support a local Krewe and our mission?

Well, there are some folks, so prepare yourself for rejection. Some companies do have guidelines as to who and what they donate to or a business may just not want to contribute to a Krewe. We are not a non-profit organization, so that may preclude some businesses from donating to us. Although it is possible if a business owner or manager can't make a donation, say of a gift basket, a gift certificate to their establishment, or an actual product, maybe they would be willing to buy a raffle ticket to support us or to attend the event. A "no" doesn't always mean they can't still support us in some way. If we don't ask we won't know.

Things to Take with You

It helps to have a few things on hand when you visit businesses. Make sure you have a pen, some paper, something to organize everything in, and any needed Krewe documents.

Some businesses may require an official **Donation Request Letter**. As we have events we will make this letter available to you to give to people that require it once they commit to donating. Do NOT suggest or give this letter out if they do not specifically ask for it as our EIN information is on it. Let them ask for it. However, if they ask make sure you print a few out before talking to businesses, so you will be prepared to immediately accept a donation.

On the letter we will leave a space on it for you to fill in with the business donation information (the business info, what is being donated, and its estimated value), which will be the only thing you need to do in terms of this document. The **Donation Request Letter** will serve as their receipt. However, you will need to take a photo of it and send to st.nick@kreweofkrampus.com or complete a **Donation Receipt** for our records.

The other Krewe document you will need is on the last page of this document and is a **Donation Receipt**. When you receive a donation you will fill out the following areas on the **Donation Receipt**: date, business name, complete address, phone number, list the item(s) donated, an estimated value of the item(s) being donated, the event the donation is for, and then sign the form. When completing the form you can fill out two (one for the business and one for the Krewe) or you can also just fill out one for the business, take a photo of it, and then email that to st.nick@kreweofkrampus.com. It's important we retain a copy of the receipt for our business records.

After you have reached out to a business it's critical you update the shared **Donation Tracking List** on the Krewe website, so everyone working on donations knows who you have reached out to. You will want to fill out the following areas on the list: business name and address, who you talked to, who you are, and then just place an "X" in the applicable areas for business category, donation, donation obtained, and follow-up. There is also a space for notes in the event that's needed. We definitely don't want to accidentally talk to businesses more than once about donations and upset anyone.

Requesting Donations

Everyone is going to have their own style with asking for donations, so that won't be scripted for you as we want this to be as honest and authentic as possible. However, there are a few things to keep in mind:

Always talk to the person in charge. The person in charge may be the manager or owner and those are the people that are the decision makers. If you leave material (postcards, business cards, flyers, etc) with someone other than the owner or manager, no matter how friendly they are, that information may never make it to the decision maker. That might mean additional follow up on your part or completely lost messaging.

Be respectful of the person's time. The folks we are talking to may be small business owners and we want to be careful we don't take their attention away from customers or what they may be working on. Always make sure you express your gratitude for them taking the time to talk to you. We always want our business neighbors to have a good feeling about our Krewe and the people in it.

Have a clear message. Make sure you have developed a clear message before talking to businesses as to why the event is important and what the benefits are to them in supporting it. We do list our sponsors at the event, so the business will get a shout out. Let people know you are a Krewe member and why you feel strongly about what we do. Remember that the passion you have will come across to the person you are talking to.

Confirm the donation. If the person you are talking to either commits to a donation or actually gives you something on the spot you need to have some follow up. If they give you a donation make sure you give them a ***Donation Receipt*** or a ***Donation Request Letter***, if they have specifically asked for one, and leave with the donation. Make sure you update the on-line ***Donation Tracking List*** as soon as possible. If the business has just committed to donating, but was not able to give you the donation at the time make sure you confirm what they will be donating and when you can pick it up. Follow-up is critical in this scenario.

Thank you. Again, it's important to convey not only gratitude with a HUGE thank you for them taking the time to talk to you, but also loads of appreciation for them donating. Even if someone responds to you in a less than pleasant manner always take the high road and thank them for their time before leaving.

After the Event

One thing the Krewe is very focused on is being a good neighbor to the residents and businesses in the Bywater. The Krewe always sends out thank you notes to businesses that have helped us in some way thanking them for making our event a successful one. It's important to acknowledge people for things like that.

Questions

Any time you have a question always ask. Mike and Diana are responsive via email, text, or by phone, so know that you can always reach someone.

Thank you so much for being a valuable part of our Krewe and for helping us get donations for our events.

Donation Receipt

Krewe of Krampus

Date_____

Business Name_____

Address_____

City/State_____ Zip_____ Phone_____

Item(s) Donated_____

Estimated Value_____ Event_____

Donation Accepted by_____

Donation Receipt

Krewe of Krampus

Date_____

Business Name_____

Address_____

City/State_____ Zip_____ Phone_____

Item(s) Donated_____

Estimated Value_____ Event_____

Donation Accepted by_____