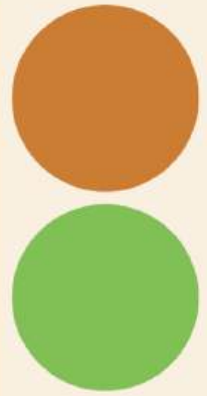


FUNDRAISING GUIDE FOR FTC TEAMS



PRESENTED BY TEAM 25959
GIGABYTES OF GUAC

SEPT. 7, 2024



Raising Money Through Sponsorships

Asking people and companies for donations gives your team a chance to share about FIRST and gives companies a chance to support a really fun cause, STEM education!

Step 1: Create a goal and a fundraising plan.

- **Determine a realistic goal for your team.**
 1. How much money does your team need to fundraise?
- **Determine the logistics of how people will donate money.**
 1. Ways people can donate:
 1. Check
 2. Online donation through team website, PayPal, or GoFundMe
 3. Cash
 4. Gift Cards
 5. In-kind donations such as robot parts, snacks, or a 3D printer
- **Create different levels of sponsorship and list different benefits for each level.**
 1. Some examples of benefits include:
 1. Name of individual/business on team website's sponsorship page or social media channel
 2. Small company logo team banner
 3. Large company logo on team banner
 4. Company logo on team t-shirt
 5. Company swag at your pit

● **Create a Team Sponsor Packet.**

1. A team sponsor packet introduces the team, lists each sponsorship level benefit, and shares how to give their donation.
2. A sponsor packet will also help you collect physical addresses and email addresses for sponsor appreciation later in the season.
3. A printed team sponsor packet can be left with companies, so they will remember your request.
4. A PDF of a sponsor packet may be emailed to a company or individual, so they may read more about your team if they want to know more details.
5. Companies can use the insert to send checks through the mail.

Sponsor Packet Example

Gigabytes of Guac
A San Antonio Community Robotics Team

FOR OUR SPONSORS:

- Meet Gigabytes of Guac Robotics
- What is FIRST
- Team Organization
- Team Impact
- Benefits of Sponsorship

Contact us!
FTC 25959
gigabytesofguac.com
hello@gigabytesofguac.com

1

ABOUT OUR TEAM

Gigabytes of Guac is a rookie team in the FIRST Tech Challenge robotics competition. Robotics teams often have zany names, so we gave ours a South Texas flair. Each student plays a role in the design, assembly, or programming of our team's bot. As the team does the work, under the guidance of our coaches they gain incredible experience in science, technology, and engineering, along with learning innovation, communication, and gracious professionalism.

THE SEASON

FIRST

FIRST IS A ROBOTICS COMMUNITY THAT PREPARES YOUNG PEOPLE FOR THE FUTURE. FIRST INSPIRES YOUNG PEOPLE TO BE SCIENCE AND TECHNOLOGY LEADERS AND INNOVATORS BY ENGAGING THEM IN EXCITING MENTOR-BASED PROGRAMS THAT BUILD SCIENCE, ENGINEERING, AND TECHNOLOGY SKILLS. THAT INSPIRE INNOVATION, AND THAT FOSTER WELL-ROUNDED LIFE EXPERIENCES INCLUDING SELF-CONFIDENCE, COMMUNICATION, AND LEADERSHIP.

THE CHALLENGE

IN SEPTEMBER, WE'LL LEARN THIS YEAR'S CHALLENGE, CALLED INTO THE DEEP. WE'LL GET SET, TAKE BREAD CRUMBS, DROP BALLS INTO BUCKETS, PICK UP BLOCKS ALONE & TOGETHER. ONCE WE KNOW THE CHALLENGE, WE'LL HAVE A WEEK TO DESIGN, BUILD, PROGRAM, AND PRACTICE WITH OUR ROBOT FOR LOCAL, REGIONAL, NATIONAL, AND EVEN INTERNATIONAL COMPETITIONS. HOW FAR WILL WE GO IN OUR ROOKIE SEASON?

LEARN MORE AT FIRSTINSPIRE.ORG

2 - Inside Left

Through the challenge students are able to:

- Problem-solve and strategize for this year's cooperative competition
- Learn the importance of their individual contribution in a team setting
- Write complex programs in JAVA programming language
- Practice Gracious Professionalism, under the pressures of competition

Team Impact

Part of FIRST's mission is to promote STEM awareness through community outreach. As our team develops, we will share our love of competitive robotics at local events, demonstrations, and workshops.

Team Organization

This year our team consists of 5 students, coached by a dad with a career as a Software Engineer and their mentor team, **Microchips & Quess!** We have a high level of parent involvement as we support the team through the design and competition season. We invite mentors and guest speakers from the tech world to share their expertise to illustrate how these experiences can lead to future careers in the industry.

Problem Solving Cooperation

Competition Gracious Professionalism

3 - Inside Right

The Benefits of Tax-Deductible Sponsorship

Gigabytes of Guac is a community team, meaning we are not sponsored by a local school. Robot parts are expensive, but most of the components will be reusable and reprogrammable as the team modifies our bot for each year's competitive challenge. You can play a key role in developing young science and technology leaders.

Our generous sponsors will be recognized throughout the season!

- Movie Reel** (\$100): Logo on our sponsor page with link to your site
- Floppy Disk** (\$500): Logo on our sponsor page with link to your site
- Compact Disc** (\$1,000): Logo on our pit poster, Mentions on social media
- Thumb Drive** (\$5,000): Logo on our home page & sponsor page with link to your site, Logo on our pit poster, Mentions on our social media
- Cloud Storage** (\$10,000): Logo on our home page & sponsor page with link to your site, Logo on our pit poster, Mentions on our social media, Your swag at meets & outreaches, Logo on our jersey!
- SD Card** (\$2,500): Logo on our home page & sponsor page with link to your site, Logo on our pit poster, Mentions on social media, Your company swag at our hospitality table at meets and outreaches

FTC 25959
gigabytesofguac.com
hello@gigabytesofguac.com

4 - Back Cover

Sponsorship Information

gigabytesofguac.com/donate
hello@gigabytesofguac.com

Business Name: _____

Contact Person: _____

Address: _____

City: _____ State: _____

Zip Code: _____ Phone: () _____

Email: _____

Business Website: _____

Instagram: _____

Our team is a 501(c)(3) nonprofit organization and all donations are tax deductible. Federal ID# _____

To give by credit card go to gigabytesofguac.com/donate

Please give cash or checks to your student contact, or mail checks to:
San Antonio Homechoor Robotics

Please make checks payable to: _____

Student Contact: _____
Amount Donated: \$ _____ Check # _____ Cash _____

Material Donation: _____

Your generosity is truly appreciated and will be put to great use!

5 - Front of Insert

In-Kind Donations

gigabytesofguac.com/donate
hello@gigabytesofguac.com

Want to know exactly where your money is going?

We need sponsors for these specific items:

Donation Suggestion	How We Will Use It	Suggested Amount
Home Depot, Lowes, or Amazon Gift Card	Safety Goggles, Tools, and Pit Parts	\$200
Restaurant/NEB Gift Card	Lunch for Competition Days	\$100
Laser Printer or Print Store Gift Card	Printing Color Printouts	\$400
Solid Professor Annual Membership	CAD Training	\$400
gigabyte Gift Card	Waters, Sensors, and Parts	\$200
Team Registration Fees	National and State Registration Fee	\$600
Team Registration for Advancement	Area (200) and State (270) Registration	\$1350
Original Prusa R1 Semi-assembled 5-buffload 3D Printer	3D Print Our Own Parts	\$3499
Shapeways 1-Pin CNC Router	Manufacture Parts in Wood and Aluminum	\$2700

6 - Back of Insert

Step 2: Decide who to contact.

Use these three approaches to contact individuals and companies:

1. Personal solicitation letters to family and friends.
2. Approach businesses through any personal connections from team members and anyone who knows someone at a company.
3. Approach businesses and foundations with no personal connections through a cold-call or cold-email.
4. Use Google Maps to search for companies in your area.

Step 3: Decide what to say.

When speaking with anyone about sponsorship it is important to say these three things:

1. **Who you are.** - a competitive robotics team at your school or community.
2. **What you do.** - competitive robotics!
3. **What you want.** - We want sponsorship or a visit with a STEM professional.



Use these talking points for approaching businesses with a personal connection. This can be used while at an orthodontist office or any other place where you do business.

1. Key word: Competitive Robotics
 - Not many people know about FIRST and acronyms may be confusing. It's best to use the phrase "**competitive robotics**" when sharing about your team.
2. Start the conversation by mentioning you have a new sport - competitive robotics.
3. Ask if robotics is used in their business.
4. Say your team is looking for local sponsors.
5. Briefly explain the competitive robotics season in your own words.
6. Emphasize your role on the team.
7. If applicable, invite them to watch a team practice or speak with the team about STEM in their industry.
8. Invite them to consider sponsoring the team.
9. Leave them a team sponsor packet.
10. Follow up over the phone/email in one week to ask if they have any questions or if they are ready to come on board as sponsors of the team.
11. Practice what you would say in each scenario below to gain confidence in your pitch.

Mailing a Letter

You can mail a personal letter to any friends or family to request sponsorship.

1. Include a sponsorship packet along with your letter.
2. Include a photo of yourself/student in your letter.

Example of a personal letter:

Dear [Grandma and Grandpa],

You're used to seeing pictures of [Sally creating paintings and drawings]. This year she picked up a new interest- competitive robotics! [She] got a taste of all that goes into building a robot as part of [a summer robotics camp/being on a team.]

Circuit Surfers is a community team in the FIRST Tech Challenge Robotics Competition. Robotics teams often have zany names, so we gave ours a beachy flair. Each student will play a role in the design, assembly, programming, and strategy of our team's robot. As the team does the work, under the guidance of our coaches and mentors, they gain incredible experience in science, technology, and engineering, along with learning innovation, communication, and gracious professionalism. As you can imagine, [Sally's] main contribution will be [a designer, as she studies OnShape CAD software and learns how the parts of the robot work together.]



In September, we'll learn about this year's challenge, called INTO THE DEEP. Will our bot place rings onto cones, drop balls into buckets, pick up blocks along a path? Once we know the challenge, we'll have six weeks to design, build, program, and practice with our robot for local, regional, national, and even international competitions. Who knows how far we'll go in our next season!

Circuit Surfers is a community team, meaning we are not sponsored by a local school. We're reaching out to family, friends, and local businesses who would like to partner with us for our first season. Robot parts are expensive, but most of the components will be reusable and reprogrammable as the team modifies their bot for each year's competitive challenge.

Here's how you can help: let us know when [Sally] can give you a call to explain why she's excited about competitive robotics. [She might even share about what she will learn in the upcoming season.] If you decide to sponsor our team, we'll make donating as easy as possible, whether you prefer to mail a check or donate online. We have a place for sponsors at all levels. Whether you can donate at the "Cruise Line" level or at the "Kayak" level your contribution will help the team work together to design and build a world of endless possibilities.

Thank you!

First Name Last Name

name@myemail.com

Parent's Phone: 210-555-1234

circuitsurfersftc.com

Emailing a Business

What to say in a business email.

1. Reach out to any local engineering or STEM companies in your local area or state.
2. You can find companies by opening Google Maps and searching “Robotics” or “Engineering” or “Manufacturing.” Then research any website and look for a contact form, information about donations, or an email address. Look for an email address for any marketing or public relations departments.

Example of a business email:

Company email addresses: contact@company.com

Subject Line: Sponsorship of Circuit Surfers Robotics Team

Good Afternoon _____ (company name),

My name is (Sally Smith) and I am emailing you on behalf of our local community robotics team called Circuit Surfers. I am _____ (grade or age) and I am a _____ (role on team) on my team. We are all huge fans of _____. We especially like _____, because _____.

In San Antonio, Texas, our robotics team participates in competitive robotics and introduces STEM through outreach events. Each year, our team tackles a new challenge announced by FIRST Robotics, a global organization with over 8,000 teams worldwide. With just six weeks to build our robot, we push our creativity and engineering skills to the limit. The competitions run from November to April, and throughout the season, we compete with gracious professionalism, fostering a supportive environment for learning and innovation.

Does _____ (company name) use robotics or STEM in its manufacturing process to create new products? (Add any other question about how the company uses robotics or STEM.)

We would be thrilled to represent _____ (company name) while we promote STEM knowledge to local students. Would you please consider sponsoring our team?

Our team’s nonprofit is called _____. As a 501c3 organization all donations are tax deductible.

You find out more information at our website: <https://circuitsurfers.com/donate/>. I have attached a Sponsor Packet so you can learn more about our team and our different levels of sponsor benefits.

If you have any questions you can call our Coach, _____ (Coach’s name), at 210-555-1234 or email me back.

Thank you very much for your time.

Sally Smith

Circuit Surfers FTC Team 99999, 9th Grade, Mechanical Engineer Student

Step 4: Show Appreciation

Sponsors want to know that their donation is making a difference and want to be updated on the progress of your team. Share updates throughout the season!



1. Email

- a. Create a list of all the email addresses of your sponsors. Then send an email using the BCC line to ensure privacy for each donor. In your update share the skills and outreaches your team has completed.

2. Mail

- a. When an individual or team donates to the team, always mail a thank you note or a thank you card!
- b. Send a Christmas card with a photo of your team thanking them for sponsoring.
- c. At the end of the season send a Thank You card signed by each team member with a summary of your season.

3. Gifts

- a. Sponsor gifts are not required, but may be considered for generous donors. A gift could be a team sticker, team swag, a 3D printed ornament, a baked good, or anything that represents your team.

Step 5: Don't give up!

If someone doesn't reply to your phone call or email then you can follow up with another email.

Be okay with receiving "no" as an answer. Not every person or company has a budget to donate to teams. Each time you pitch you get more practice.

Be grateful for every donation!