



Passion into Action: Finding Resources

Many service opportunities only require your time and passion. Sometimes, though, your project will require money or other resources to be successful. So how do you recruit partners and sponsors to support your passion?

Grants, gifts, and in-kind donations (supplies or equipment) are a great way to get support from individuals, corporations, and community organizations. Contact businesses or organizations that already have a connection to your issue area or that are known to support social causes. Use your contacts and don't be afraid to make new ones.

Develop a strategy for approaching people or businesses about donating money, services, or in-kind goods.

Who are the right people to talk to?

How can you appeal to their needs or wants and motivate them to partner with you?

In a few sentences, how can you communicate why your project is important, the difference it will make in the community, your ability to achieve your goals, and how the donor can be part of the effort?

Specifically outline what you need from them (i.e., funds to purchase a certain item, three hours of professional consulting, services such as printing, etc.)

Make connections that count! Here are some tips:

- Start with people you know (family, friends, neighbors, other students).
- Ask people you know to engage their friends to support your project.
- Talk personally with people to “sell” your project and get their support.
- Know what you need and ask people how they can contribute.
- Don't be afraid to “tap” people's emotions (happiness, anger, fear, passion) and incite them to get involved.
- Try creative outreach approaches, such as posting flyers or hosting outreach stations on college campuses and at local corner stores, bus stops, fast food spots, or other informal gathering places.

Be sure to thank your contacts and sponsors for supporting your cause.