



## **Ways to Justify Funding Requests**

The key to gaining support is planning and organizing. Start the process early to give potential sponsors ample time for approvals and budgeting. When approaching your local, council, or contractor, remember that what you offer in exchange for the funding is going to be an important factor in getting a positive response. A clear funding request can tilt the balance in your favor.

### **Groups/Organizations to Send Funding Requests**

#### **A. Consider making requests to the following:**

- a. Local union
- b. Regional Council
- c. Training centers
- d. Contractor
- e. Vendors
- f. Executive Board of local and regional council
- g. Other women's groups
- h. Community groups and organizations

#### **B. Consider these factors when making requests:**

1. If you are contacting a vendor or contractor, contact several to improve your chances of getting event donations or sponsorships.
2. Remember that businesses and organizations often consider sponsoring events and making charitable contributions as an extension of their public relations and advertising strategy.
3. When approaching your local, council, contractor or vendor, offer the sponsors something tangible in return for their support. Be ready to answer the "What's In It For Them" (**WIIFT**) question.

### **Reasons to Ask for Funding**

#### **A. Women's Committee Meeting Expenses:**

1. Speakers for meetings
2. Postage for mailing women's committee materials
3. Refreshments for committee meetings and functions
4. Materials that need to be printed or purchased

5. Other identified expenses

**B. Community Involvement, Outreach/Recruitment Activities**

1. Events to help with community issues
2. Events with young girls groups
3. Job/Career fair events
4. Open House for committee

**C. Items to Help with Community Involvement, Outreach/Recruitment Activities**

1. Building materials
2. Flyers and posters
3. Women's committee table drape
4. Auto expenses (e.g., fuel reimbursement)
5. Refreshments

**D. Training for Women's Committee Members**

1. Leadership training
2. Communication training
3. Other types of training

**E. Women's Committee & Other Tradeswomen Conferences**

1. Bumper stickers for advertisement of trade sisters
2. Women's Committee Banners for display
3. Travel and lodging expenses for women's committee members
4. T-shirts, stickers, pencils, hats, etc.

**F. Recognition Awards**

1. Awards to contractors for hiring and supporting women
2. Awards to sisters for recognition of outstanding work
3. Other types of Awards

## Ways to Seek Funding Requests

**A.** Prepare a successful “funding request” letter. Include the following: (sample letter included)

- a. **Be specific.** Determine what you would like funding for and ask for it specifically.
- b. **Be clear.** Tell the potential sponsor how much money you are requesting, what the money will be used for and the benefits that will stem from sponsorship. Always consider cost effectiveness in the proposal. This will demonstrate that it is not about “you” but the organization. For example:
  - i. If you plan to use the funding to attend a women’s conference, do some research on travel cost (e.g., airport, taxi) and lodging cost (e.g., hotel, meals).
  - ii. Check in advance on cost savings. For example, whether your hotel has a shuttle bus from and to the airport and whether breakfast is included.
- c. **Be brief.** The proposal must be brief. A concise proposal demonstrates your respect for the time that they have to commit to application and your ability to succinctly outline your request. Limit your request to one page.
- d. **Be enthusiastic and positive.** Write persuasively – you’re selling a concept, not writing a term paper. Put your heart into it and let the sponsor feel how you feel. Set a positive tone when writing your funding request.
  - i. Do Not Use *Unsure* language such as:
    - We would like to...
    - We may include...
    - Possible results might be...
    - Maybe we will...
    - If possible, we can
  - ii. Do Use *Sure* language such as:
    - We will...
    - The results will be...
    - The purpose is...
- e. **Close the letter with respect.** Show appreciation for the reader’s time, provide your contact information and indicate a willingness to answer any questions. Point out the benefits the potential sponsor will gain. Also, if appropriate, list any public relations opportunities: places that the sponsor’s name would appear, types of recognition awarded to sponsor’s, social media posting, and how the SIB committee would bring awareness to the sponsor’s name.

**B.** Be practical about your request. If you need funding for women’s committee meeting functions, plan so there is not excessive waste on items such as refreshments, etc.

**C.** Be prepared and ready to answer questions about your request. For example, if you would like to attend a Trade-specific Conference or other Tradeswomen Conferences, some questions from possible sponsors might be:

- a. Why do you want to attend this event?
- b. Why should this group fund my participation?
- c. What will the group get out of my participation?

**CI.** Be ready to highlight benefits to sponsors:

- a. Supports the belief they have in equality for all sisters and brothers within the trades.
- a. Broadens their image of positive support for women's committees.
- b. Enhances the visibility and image of sisters in the trades.
- c. Increases prestige and credibility for supporting events that target recruitment and retention of sisters in the trades.
- d. Helps women's committees operate efficiently and effectively.
- e. Promotes development of current and future sisters to leadership positions.
- f. Helps with potential increase of women in the trades.

**E.** Be ready to highlight benefits to Sisters

- a. Opportunity to participate in events (e.g., trade-specific Conferences, Leadership conferences, Women's Day events).
- b. Opportunity to increase women's committee participation due to availability of funds for women's committee meeting activities.
- c. Opportunity to participate in leadership and skill training.
- d. Opportunity to set goals and plan ahead for activities.
- e. Boost morale.
  - i. Letting sisters know they are appreciated.
  - ii. Offer opportunity and gives sisters financial support for goals to work towards and can create enthusiasm around those goals.
  - iii. Help sisters feel they are an important contributing factor of the trades
  - iv. Opens the line of communication with sisters for promoting leadership within the trades.
  - v. Opportunity to become actively more involved in your local, council and community.

**F.** Make your request early

- a. As soon as you know you want to plan a function, activity, or event, contact or make appointments to meet with anyone who might be able to allocate funds to your committee (e.g. local union executive board, president of your local union , your council EST).

**G. Do not be afraid to ask**

- a. If you do not ask, you will never know. If a group or department cannot fund the entire amount you need, check with another.

**Things to do after submitting your funding request**

- A. Follow-up with the potential sponsor by phone or email a week or two later after sending the letter.
- B. If you receive the sponsorship, send a thank you note and honor the agreement as to the benefits mentioned in the letter.

**Sample Funding Request Letter**

Date

Your Name  
Position/Title  
Local Number  
Address

Name of Addressee  
Position/Title  
Address

Subject: Request for Donation

Dear (Name of Recipient)

I am writing on behalf of the (name of Women's Committee). One important goal of our committee is to (Explain a goal that will be linked to the activity the \$\$\$ will be used for: For example, our committee would like to become more actively involved within our community. Remember to tailor your goal to the sponsor. For instance, a goal for a vendor or contractor might be different than a goal for a council or local.).

To accomplish this goal, our committee wants to participate in a (Explain the project. Also include the date, location, and time). Our committee will be specifically involved with (Describe what the Sisters on your committee will do).

To perform these activities, we will need the following items (List the items you will need: refreshments, materials, travel expense, lodging, registration fees, etc.).

The total cost for these items is (Describe amount of \$\$\$ items will cost). We have already received funds in the amount of \$\$\$ from the following sponsors. (Add this statement if applicable).

We would appreciate a donation from you in the amount of \$\$\$\$. Your donation will allow us to achieve our goal and make a significant contribution to this worthwhile cause (Tailor this statement to the reason you want the money as cited in your opening sentences about the goal).

Our deadline for (Explain the deadline here if there is one: For example, you could say our deadline for submitting the funds is..., or our deadline for confirming our participation in the event is...).

Please contact me directly at (Include all of your contact possibilities: email address, home number, mobile number) if you have questions or if I can provide additional information.

Thank you for considering our request and we look forward to hearing from you soon.

Sincerely,

(Signature)

Typed name  
Position/Title  
Local Number