

## HOW TO SOLICIT MARATHON SPONSORSHIP

You want to read in the marathon, but you're a writer not a fundraiser. How can you possibly raise AT LEAST \$35 for Woodland Pattern? The following techniques have been proven effective. *Bon Courage!*

### **Technique #1**

Tell prospective sponsors about the worthy cause: you and Woodland Pattern. As a writer, you deserve support, you need an audience and a community. Here are some Woodland Pattern facts which may be of interest to your sponsors-to-be:

- Woodland Pattern is a nonprofit organization -- all donations to Woodland Pattern are fully tax-deductible.
- Woodland Pattern is located in Riverwest, a diverse neighborhood known as home to many Milwaukee artists.
- Woodland Pattern presents more than 40 events each year, including readings, music concerts, films and art exhibits. The bookstore includes over 27,000 titles, and is considered by many to be the country's best bookstore for small press poetry.

### **Technique #2**

Get CREATIVE! Last year our top pledge raiser collected over \$800 in donations for Woodland Pattern. The reader promised friends and family that if they sponsored her, she would attempt to put any word they threw at her in one long marathon poem. And not only did the reader write a poem for the 2008 marathon with words like "flummoxed" and "boobearalicious," but she also read it aloud on the day.

### **Technique #3**

Ask family members and friends for a few dollars each. Holiday gatherings bring family and friends together, often in the giving spirit.

### **Technique #4**

If you've participated in the marathon before, ask past sponsors. Chances are, if they supported you in the past, they will support you now.

### **Technique #5**

Open a donation stand in your workplace. An empty coffee can is easily transformed into a receptacle for co-workers' spare change and larger contributions to sponsor your reading at Woodland Pattern.

### **Technique #6**

If all else fails, sponsor yourself.