

HOW TO SOLICIT MARATHON SPONSORSHIP

So 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? Four out of five fundraisers have found the following techniques effective:

Technique #1: Justify the Cause

Tell prospective sponsors about the worthy causes at hand: you and Woodland Pattern. As a writer, you deserve support, you need an audience and a community. Regarding Woodland Pattern, you might mention these facts 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 called home by many Milwaukee artists.
- Woodland Pattern presents more than 40 events each year, including readings, concerts, films and art exhibits. The bookstore includes over 20,000 titles, and is considered by many to be the country's best poetry bookstore.

Technique #2: Get Creative

Recently, one of our top pledge raisers collected over \$1,000 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 read it on the day of!

Technique #3: Little by Little

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

Technique #4: Use the Internets

Collect pledges online via our paypal system! This is a quick and easy way to solicit pledges via email. Just direct your people to our "Reader Pledge Form" on the Woodland Pattern home page, www.woodlandpattern.org. It's as simple as 1, 2, 3.

Technique #5: The Magical Recurring Sponsor

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 #6: The Office Panhandler

Place a donation receptacle 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 #7: Ol' Numero Uno

If all else fails, sponsor yourself.