

Volunteer position: Sponsorship chair

Hours per month: 2-5 hours per month (more during month leading up to the event)

Key responsibilities: To develop prospective sponsorship contact list and reach out to and secure local corporate sponsors. Work with Corporate Team chair to recruit corporate sponsors as teams.

*Walk to Cure Psoriasis is the fastest growing fundraising event in the history of the National Psoriasis Foundation. Each walk is an event that is fully developed and executed by committed, enthusiastic **volunteers** who believe in the National Psoriasis Foundation's mission – to find a cure for psoriasis and psoriatic arthritis and eliminate its devastating effects. Over 90 percent of the money raised goes directly to the Foundation, with an average of only 10 percent being used for walk expenses. No other event can be conducted so efficiently. The walk is a chance to bring people together to raise awareness and to celebrate our successes.*

Responsibilities:

- All committee members are expected to register as a team captain and recruit at least 10 teammates. Start your fundraising efforts early and encourage your teammates to do the same.
- Work with Foundation staff to identify a list of potential sponsors and brainstorm with committee to determine possible connections to local companies. Also include companies that sponsor other walks in your community.
- Identify and reach out to companies that have products/services that are aligned with psoriasis care. If they are unable to sponsor the walk, see if they are willing to provide samples for goody bags or register as a Corporate Team.
 - Pharmacies
 - Lotions/Creams
 - Exercise/Health Clubs
 - Hospital/Medical Centers
 - Health/Natural Food Store
 - Independent home medical equipment stores/companies
- Once your list is compiled:
 - Mail a letter with sponsorship opportunities on Psoriasis Foundation letterhead. Include the Sponsorship package provided by the Foundation that outlines benefits of sponsorship.
 - Follow-up with all sponsorship prospects with a phone call and/or a face-to-face visit.
 - If unable to sponsor event, request that they register as a Corporate Team.
- Secure corporate sponsorships.
- Collect company sponsorship checks and logos and send to Foundation.
- Work with Foundation staff to ensure fulfillment of sponsorship benefits.
- Act as liaison to corporate sponsors at the Walk. Make sure they have table, chairs, and any materials they need. Introduce them to VIPs such as board members and Foundation staff. Ensure that they are satisfied with their walk experience and that on-site sponsorship benefits are fulfilled.
- Send sponsor information to Foundation so staff can mail thank you/tax letter.
- Keep accurate mailing list and records for next year.
- Encourage local corporate sponsors to also form corporate teams, fundraise & have kickoff event at their facility.
- Increase awareness of matching gift opportunities within your community.
- Follow up by sending a report to sponsors of how the walk went (# walkers, money raised, benefits to sponsor).
- Ask them to sponsor next year's walk.