

Finding, Nurturing and Stewardship of Sponsorships



Objectives

Finding- Where do I look?

Stewarding- how do I take care of them?

Nurturing- How do I get them to increase their support?

A group of business professionals in an office setting. A woman in a grey blazer is pointing at a tablet held by another person. The tablet displays a survey form with various input fields and checkboxes. Other people in the background are holding coffee cups and looking at the tablet. The scene is brightly lit, suggesting a modern office environment.

Group Survey

Mindset

In what way does a positive and confident mindset drive success in sponsorship acquisition?



Self Check-in

Fill your cup

**Remember to take
care of yourself.**
You can't pour from
an empty cup.



A close-up photograph of a young child's face. The child's eyes are completely covered by their two hands, palms facing forward. The child has light skin and blonde hair, with a small blue bow visible in the top left. The background is a dark, textured surface, possibly asphalt. Overlaid on the child's hands in a white, handwritten-style font is the text: "Ready or not, here I come!".

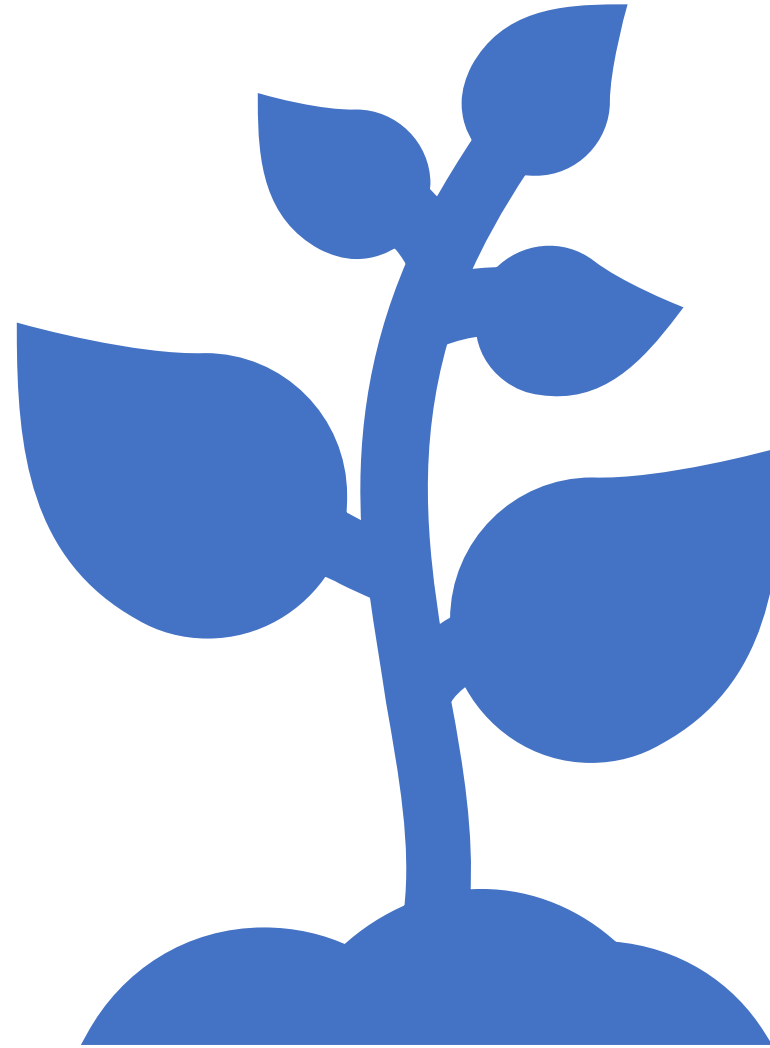
"Ready or not, here
I come!"

Finding

Stewarding-
Taking care of
your sponsors,
under
promise, and
over deliver

You are
what you
do, not what
you say
you'll do.

Nurturing



Key to Nurturing Connections



EFFECTIVE
COMMUNICATION



CLEAR AND
RESPECTFUL
COMMUNICATION



ACTIVE LISTENING

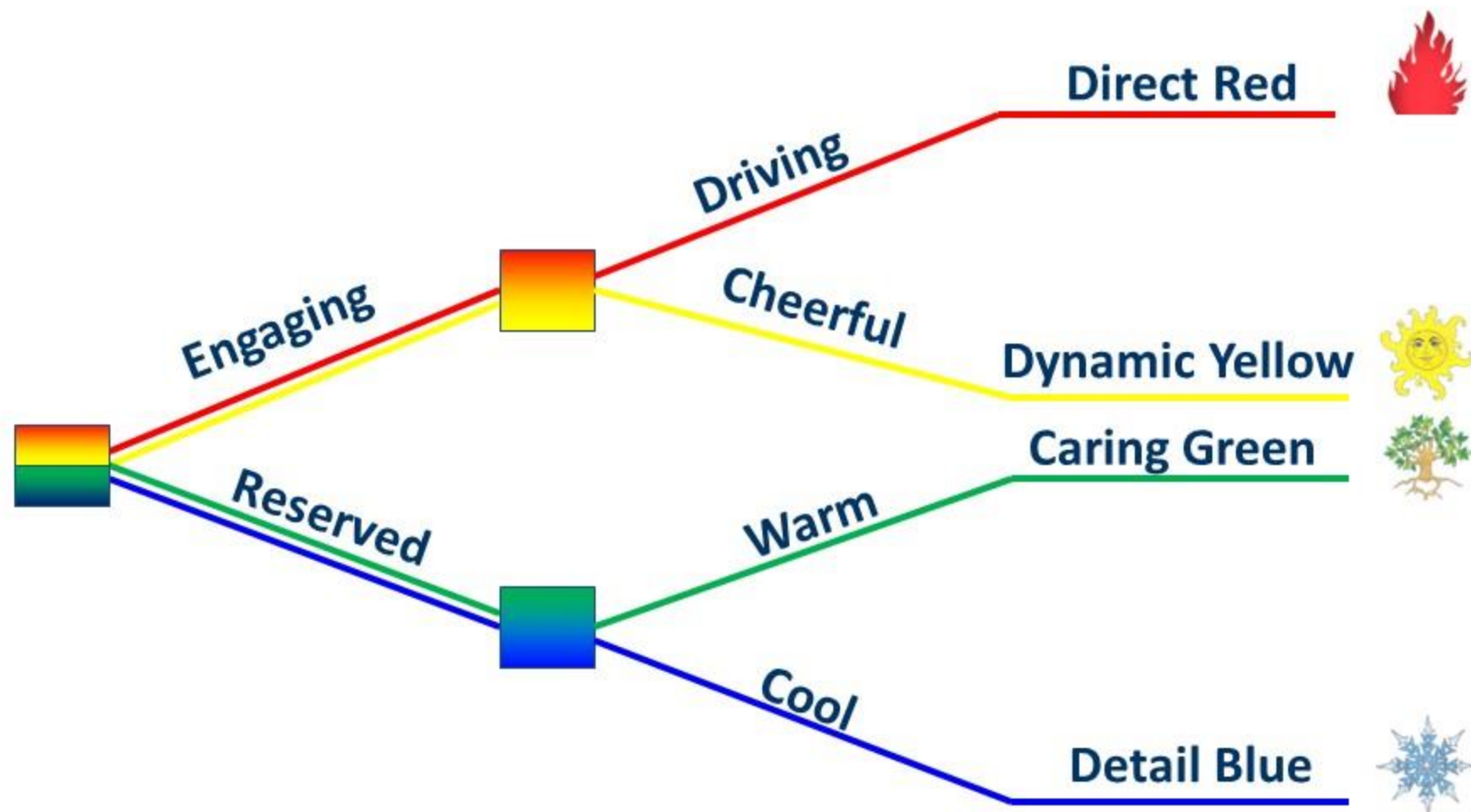


NON-VERBAL
COMMUNICATION



EMOTIONAL
INTELLIGENCE

Recognizing the Personalities



DETAIL BLUE

Do It Right

Characteristics

- Cautious
- Deliberate
- Precise
- Formal
- Analytical
- Logical
- Questioning

Preferences

- Introverted/Thinking

Communication Tips

Do:

- Be well prepared & thorough
- Put things in writing
- Let them consider the details

Don't:

- Get too close or hug me
- Change my routine without notice
- Be flippant on important issues

DIRECT RED

Do It Now!

Characteristics

- Competitive
- Strong-Willed
- Driving
- Purposeful
- Task-Focused
- Goal-Oriented
- Fast-Paced

Preferences

- Extraverted/Thinking

Communication Tips

Do:

- Be direct and to the point
- Focus on results
- Be confident and assertive
- Be brief, be bright and be gone

Don't:

- Hesitate or waffle
- Focus on feelings
- Try to take over

CARING GREEN

Do It In A Caring Way

Characteristics

- Caring
- Encouraging
- Sharing
- Patient
- Empathetic
- Supportive
- Relaxed

Preferences

- Introverted/Feeling

Communication Tips

Do:

- Be patient and supportive
- Ask my opinion and give me time to answer
- Slow down & work at my pace

Don't:

- Take advantage of me
- Be careless with people
- Push or pressure me

DYNAMIC YELLOW

Do It Together!

Characteristics

- Sociable
- Dynamic
- Enthusiastic
- Persuasive
- Expressive
- Cheerful
- Inspiring

Preferences

- Extraverted/Feeling

Communication Tips

Do:

- Be friendly and sociable
- Be entertaining & stimulating
- Be open and flexible
- Be visual

Don't:

- Bore me with the details
- Tie me down with routine
- Ask me to work alone



- Workshops & Seminars
- Teambuilding
- Event Planning
- Coaching
- Consulting
- Keynote Speaking

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Secret
Sauce!

Be

Be Known

Be

Be Liked

Be

Be Trusted

Be

Be EVERYWHERE!

Extra Secret Sauce!!

Know	Know what is important to your member/sponsor
Know	Know their communication style
Speak	Speak to their value proposition
Make	Always make it about the member..... Well..... that depends....

Extra, Extra, Extra Secret Sauce!!!

Slowly bring your sponsors
from transitional to mission
focused



Breakouts

Practice
Time!



Group Discussion



Questions

TeamWork Makes the Dream Work!

- Kira Zavala, IOM
- Kira@medfordchamber.com
- 541-778-9179- I am a texter!

