

# 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 a meeting. A woman in a grey blazer is pointing at a tablet held by another person. The tablet displays a survey report with a bar chart and text. Other people in the background are holding coffee cups and looking at the tablet. The scene is brightly lit, likely from a window.

# 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 child's hands covering their face. The hands are pressed together, with fingers spread, completely obscuring the child's eyes and nose. The child's hair is visible on the left side, and a small blue hair clip is seen at the top. The background is a dark, textured surface, possibly asphalt. The text "Ready or not, here I come!" is written in white, handwritten-style font across the hands.

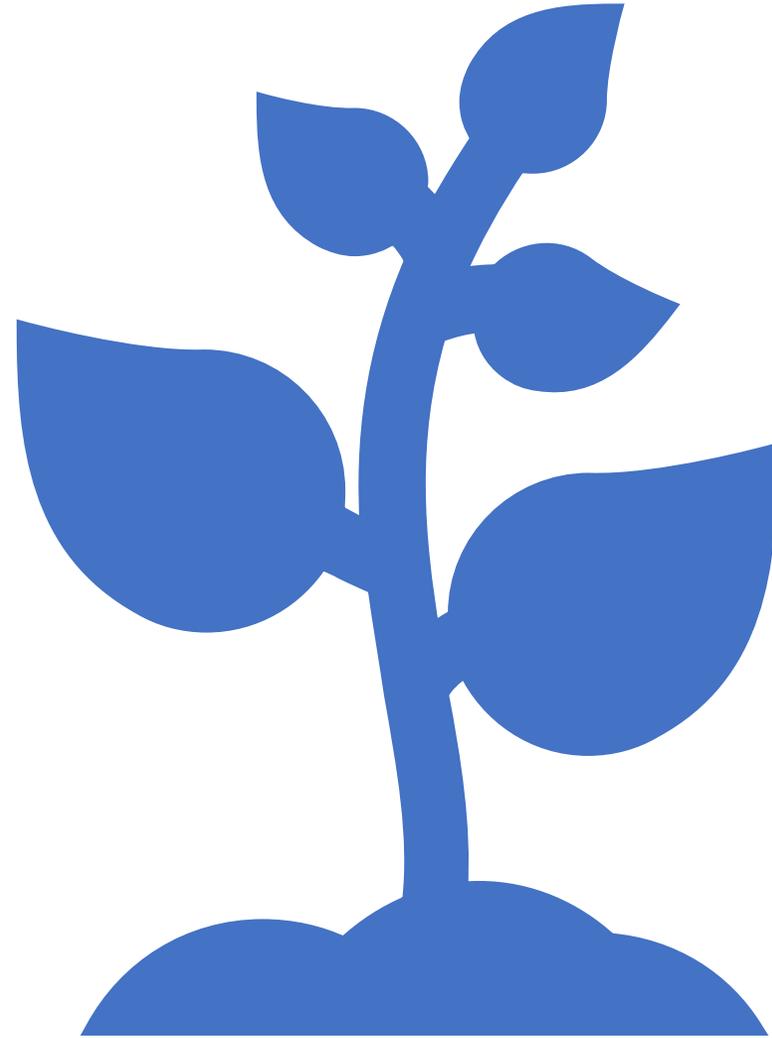
"Ready or not, here  
I come!"

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

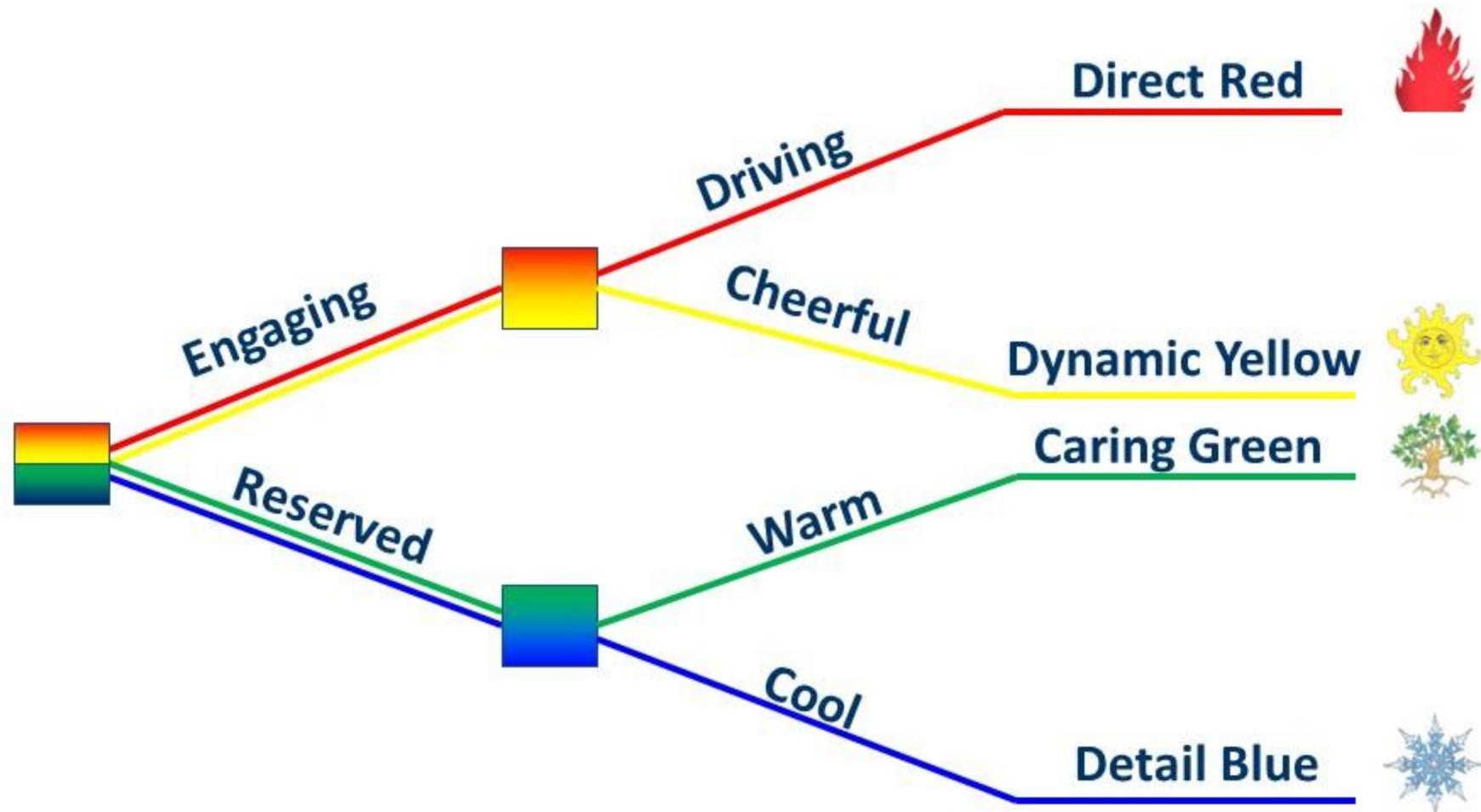


NON-VERBAL  
COMMUNICATION



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!!

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

# Extra, Extra, Extra Secret Sauce!!!

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Slowly bring your sponsors  
from transitional to mission  
focused

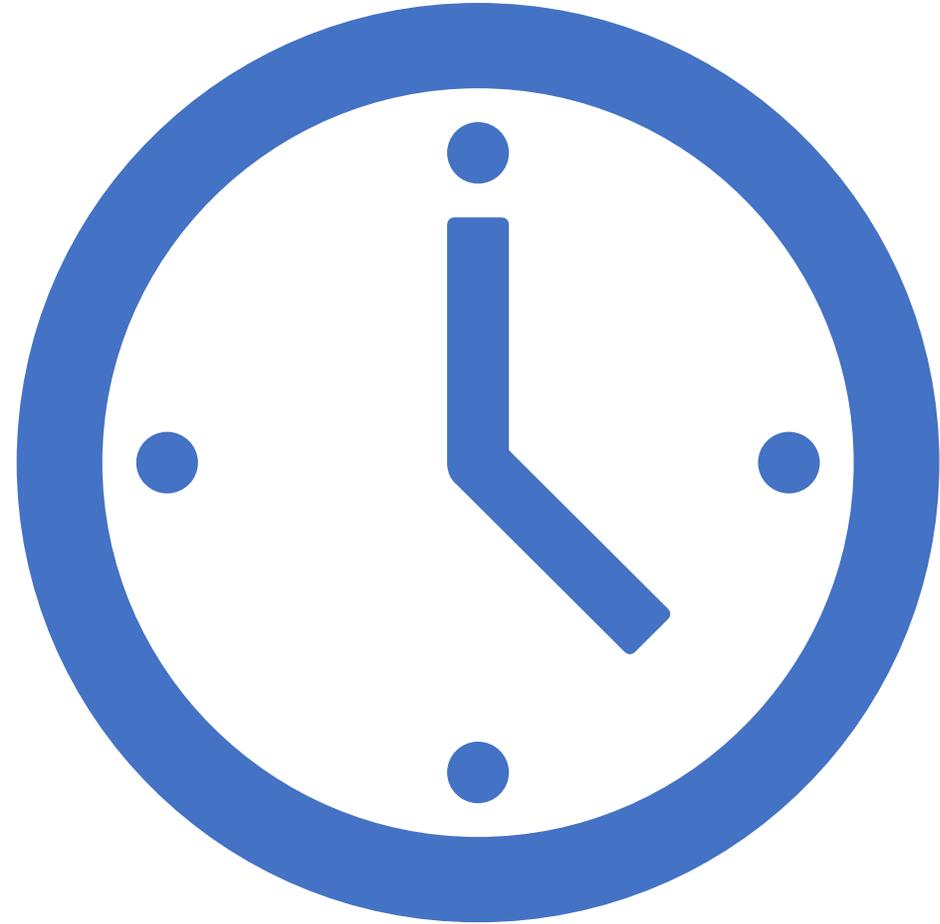


# Breakouts

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Practice  
Time!

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# Group Discussion

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A large, glowing pink question mark is centered on a black background. The question mark is composed of a thick, neon-like line that forms the shape of a question mark. The glow is brightest in the center and fades towards the edges. The word "Questions" is written in white, sans-serif font, centered horizontally and partially overlapping the question mark.

Questions

# TeamWork Makes the Dream Work!

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