



**WALES YFC
INTERNATIONAL
PROGRAMME**

**YOUR GUIDE TO
SPONSORSHIP**

Who could sponsor me?

Local Businesses

Spend some time looking through directories to find local businesses connected to agriculture e.g. local travel agents, especially if they are a small family owned business and competing against the national companies.

Trust Funds and Memorial Scholarships

Visit your local library and look through the directories of grant making trusts. There are many trusts devoted to supporting youth, agriculture or overseas travel. It is simply a case of trawling through to see which ones have the appropriate criteria. The best directories to look at are:

The Directory Of Grant Making Trusts, published by the Charities Aid Foundation, published annually

A Guide To The Major Trusts, published by The Directory Of Social Change, published annually.

You should also ask your library if there are any other trusts which are dedicated to supporting local people and causes. Make sure you check when you can apply to these trusts because most consider applications during specific times of the year.

Some local branches of a national organisation may be able to provide a small donation such as the Country Land and Business Association (CLA), Rotary or the WI for example.

Your local library should have details of the nearest branches. Be warned, however, that they often take a long time to consider applications so apply well in advance.

Local YFC County Federations

Funds are limited, but ask a County Officer and your club chairman if anything is available.

Councils (County or Community)

Your local library will have lists and contact details for relevant councils and the department to which you should apply.

National Companies

It is difficult, if not impossible, to obtain sponsorship from big corporations. If you are going to try, then choose ones which are linked to the industry, or have a market place linked to Youth. Some also have company trusts which should be approached in much the same way as Trust Funds

YFC List

Some grants are available from trusts and other organisations through YFC. Please contact the YFC Office for further information.

Some Tips for encouraging people to sponsor you

Find out the name and job title of the person who deals with sponsorship/grants. You have much more of a chance of the letter reaching the right person – this is half the battle! If the information has come from a directory it is worth ringing first to check that the details are still correct.

Make sure your letter is well presented with no spelling mistakes. Typed is preferable but handwritten is fine if your writing is legible. Try to use not more than two sides of A4 paper because any more will look off-putting,

but be careful not to sound too abrupt. Ask a friend to have a look at your letter and give you their opinion. Don't waffle. Be concise.

Tell them;

- Who you are,
- What you are doing,
- Where you are going to and when,
- How you came to do it (selection process),
- What you are looking for from them (how much),
- What they get in return.

Write to more than one at a time. Don't wait to be turned down by one source before you write to another. It is better to "blitz" the marketplace in one go.

Be prepared to follow up your letter with a phone call. Don't wait more than 2 weeks for a response before doing so.

If you are unsuccessful with your application, then ask them why politely. Valuable feedback can help you with future applications.

What can you offer the Sponsor?

Commercial Sponsors

Almost all commercial organisations want publicity. In your application, therefore, you must include a list of what actions you are planning on taking to obtain publicity for them. Offer to promote their company / organisation.

Put their logo on your personal cards (you will find these useful to give to friends and contacts you meet during your trip).

Write an article about your trip for your local paper(s). You can try a "before and after" your trip so make sure you take or buy enough photos whilst out there which you can use afterwards. You can also write one for Cyffro and the Wales YFC Website.

Send them a report with pictures etc which they may want to make use of for their own PR.

Offer to give a slide show to staff / members. In any event, write a thank you letter before and after your trip

Trusts

You are almost bound to have to prepare a report following your trip and within a strict deadline. This will include details of the trip itself and how you have benefited from it. There may be other criteria as well which you must comply with.

Remember, wherever the funding comes from, you must keep your promises and deliver whatever you said you would.