



SponsorShare

Email sponsorship program for PTAs



Your PTA toolkit

Everything you need to help school families and local businesses make a difference in your school



Your toolkit

Welcome to SponsorShare! Here are your materials:

- **How it works for PTAs:** The program overview
- **The PTA Playbook:** Best tips from PTAs across the country
- **Sample outreach messages:** These will give you a place to start when reaching out to school families and potential local business sponsors.
- **Customizable fliers for PTAs:** Word documents make it easy to customize your message and reach out to potential sponsors.
- **Sponsor Info packet:** Give your sponsors tips on the program.

“ We’re getting higher levels of sponsorship. For example, one business that sponsored last year for \$250 gave us \$1,000 this year — just to get the digital sponsor spot in MemberHub that was part of our corporate sponsor package!”

— Lynn Iannucci, Leesville Elementary PTA

How it works for PTAs

1

Get ready to raise money.

Use MemberHub to communicate with school families.* A perfect way to start is sending weekly newsletters. [Here's how.](#)

Decide how you want to use the program: [Buy your sponsor spots](#) upfront from MemberHub at wholesale rates and resell them to local sponsors — or presell the spots before you buy.

List your ad spots for sale in your school store and set your retail price. Now you're ready to promote the spots to local businesses!

2

Use tools in this kit to reach out.

Use this toolkit to help you **identify a list of local businesses** that could be a great match for your school and the SponsorShare program.

Use the sample fliers, emails, and other tools in this kit to **contact potential sponsors** and explain the value they'll get from sponsorship.

Collect payment from sponsors and make sure to give them the Sponsorship Info Packet.

3

Give sponsors continual value.

Every quarter, **reach out to your MemberHub rep for stats to share with your sponsor**, so they can see how their ads are performing. For example, you can give them the number of impressions for each ad.



Remember: The more your PTA, teachers, school leaders and parents use MemberHub to communicate, the more value you and your sponsors get!

The PTA Playbook

Best tips compiled from PTAs across the country

What types of businesses are the best match?

Local businesses that are focused on serving families and children are the best ones to contact about sponsorship. Here are a few great examples.



TUTORS



SPORTS CLUBS



CAMPS



REALTORS



URGENT CARE/
ORTHOPEDICS



PRIMARY CARE
DOCTORS



VETS



DENTISTS &
ORTHODONTISTS



DANCE/MUSIC
LESSONS



SCOUTING
TROOPS



BDAY PARTIES
& FUN PARKS



CHILD CARE



These are among the best local sponsors to approach!
Find them locally: www.orthopages.com & www.realtor.com/realestateagents

Proven methods to promote SponsorShare

Ask your school families first!

- **Send fliers home in students' backpacks** — use the customizable flier in this toolkit.
- **Make it fun!** Let school families know you're allowing only one sponsor per industry (real estate, dentists, etc) — and add a deadline to give it a "contest" feel.
- **Add sponsor spots to your yearly auction or raffle event!** Get promotional language from this toolkit.
- Create sponsorship levels and **sell the top spot for more.**



Premium placement! →



The Lacy Welcome Back Picnic is **CANCELLED** due to the approaching hurricane. Instead, we are redirecting our efforts to collect Hurricane Emergency Supplies for our Lacy Families who are in need. The Community Outreach Committee will be collecting supplies listed below in carpool line Tuesday and Wednesday mornings. If you can, please help out our fellow Lacy families. You may also drop off supplies in the office before Wednesday.

Supplies Needed:

- Bottled Water of Any Size
- Nonperishable Food
- Batteries
- Flashlights



Sample outreach messages

Just copy and paste this text into an email or letter.

This is a sample email to local businesses.

Dear [Potential sponsor's name],

[School name] is proudly supported by our PTA. This group of dedicated parents and teachers helps the school raise funds necessary to support our students. Each year, the PTA reaches out to a limited number of local businesses to be part of a key group of local sponsors that have exclusive rights to promote their business in school emails.

Sponsors help our school by funding operating costs that are not typically covered by school districts. **That is why we need YOU!**

[School Name] PTA is raising money for:

- [Enter specific fundraising needs, such as technology upgrades, playground equipment, etc.]
-

Optional: We are made up of over [insert # of parents], and we send [insert # of emails] a year.

Benefits of email sponsorship for your business:

- **School emails are 2.5 times more likely to be read than other types of emails.** Some schools have over 1 million ad impressions (views) a year!
- You'll get your message **straight to school families.**
- **Spots link directly to your site or landing page.** Many businesses design special promotions for PTA members to maximize the opportunity!
- **Your business gets recognized as a proud school supporter,** and you build your brand among families, teachers, and other community members!

To get started, visit [link to your PTA's school store in MemberHub] to purchase your sponsor spots, reply to this email, or contact [PTA unit officer name and title] at [insert phone number or email address].

Thank you!

[Signature]



This toolkit also features sample fliers in Word documents that you can customize, print, and send home with students or provide to potential sponsors.

This is a sample letter to school families.

Dear [School Name] families,

Your [School Name] PTA is calling all businesses that want to support our school!

We're offering exclusive rights to promote your business in our school emails. We're featuring ONE business per industry — so act fast if you want your real estate business, professional practice, dentist office, etc, featured!

To get started, visit [link to your PTA's school store in MemberHub] to purchase your sponsor spots, or contact [PTA unit officer name and title] at [insert phone number or email address] **by [date]. After that, we'll open up the sponsor opportunity to the wider business community.**

Your sponsorship helps our school by funding operating costs that are typically not covered by our district. **That is why we need YOU!** [School Name] PTA is raising money for:

- [Enter specific fundraising needs, such as technology upgrades, playground equipment, etc.]
-

Optional: We are made up of over [insert # of parents], and we send [insert # of emails] a year.

Benefits of email sponsorship for your business:

- **School emails are 2.5 times more likely to be read than other types of emails.** Some schools have over 1 million ad impressions (views) a year!
- You'll get your message **straight to school families.**
- **Spots link directly to your site or landing page.** Many businesses design special promotions for PTA members to maximize the opportunity!
- **Your business gets recognized as a proud school supporter,** and you build your brand among families, teachers, and other community members!

Thank you!

[Signature]

This is a sample social media post or website announcement.

Calling all businesses that want to support our school! The [School name] PTA is offering exclusive rights to promote your business in our school emails. We're featuring ONE business per industry — so act fast if you want your real estate business, professional practice, dentist office, etc, featured!

Sponsors help our school by funding operating costs that are not typically covered by school districts. That is why we need YOU! And while you support your school, all families will learn about your business and services! To get started, visit [link to your PTA's school store in MemberHub] to purchase your sponsor spots, or contact [PTA unit officer name and title] at [insert email address] **by [date]. After that, we'll open up the sponsor opportunity to the wider business community.**

Thanks for all you do to support our school! [insert #hashtags, @your PTA unit @your state PTA, etc]

Note to PTA: This is an application form you can print out for in-person events.

Email sponsorship application form

Contact name

Application date

Business name

Business address (City, State, Zip code)

Phone

Business URL for sponsorship

Email

Method of payment — credit card, check, other

Terms & Conditions

1. MemberHub, Inc., and the PTA have the right to reject sponsorships if the editors determine that the logo or information is inconsistent with the school district, PTA or local unit objectives, values or programming. Sponsorships that are inconsistent with these values will be inadmissible and will not be allowed. Some examples of prohibited content are ads pertaining to the use of alcohol, tobacco, firearms or in a political context.
2. Please allow a minimum of 48 hours prior to the publishing deadline to make any sponsorship messaging changes.
3. These terms and conditions are the complete understanding between the parties concerning all matters contained herein, and any prior statements or representations are superseded by this agreement.
4. Sponsor messages will not be run without payment in full. Payment is due by the sponsor deadline. Additional payments are due and payable monthly prior to a new sponsor deadline.
5. Payment is due upon receipt of invoice. We reserve the right to collect from either clients or their advertising agencies such monies as are due and payable, including all costs of collection and any attorney fees.
6. All sponsorships sold on a first-come, first-serve basis. Placement is not guaranteed and changes frequently.
7. All sponsorship rates are subject to change. Rate increase notice will be provided.
8. No cancellations are allowed after the space is reserved. Refunds will not be given if sponsorships are canceled after the deadline date.
9. In the unlikely event of a mistake, we will credit the amount paid for the sponsorship towards sponsorship content in another spot or time in an equal amount to the amount paid. We will attempt to correct any errors as quickly as possible.
10. Some issues are beyond our control. We will not be liable for delays in publishing, unexpected server downtimes or other non-planned technical issues. The Business Sponsor Releases MemberHub, Inc., from any and all loss, liability or expense incurred by the Business Sponsor for any reason or failure to publish content pursuant to this contract or failure to return content media (original artwork, discs, files or film).

Applicant signature

MemberHub signature

Applicant name & title

MemberHub name & title

Date

Date

After your sponsor says “yes”!

Just copy and paste this text into an email

This is a sample “thank you & get started” email to sponsors.

Dear [Sponsor’s name],

You made our day! Thank you so much for supporting [School name] with your email sponsorship. Your sponsorship helps our school by funding operating costs that are not typically covered by school districts. And while you support our community, school families will also learn about your business and services!

Here’s how to get started:

- Upload your artwork for your spot:
<https://www.cognitofrms.com/MemberHub/SponsorshareBannerUpload>
- **Use the sponsor info packet** attached to this email for FAQs, ad specifications, example ads, and more! [*Note to PTA leader: Attach the sponsor info packet*]

If you have ANY questions, please reply to this email or call me at [insert PTA unit officer phone number].

Thank you for supporting children and schools in your local community!

Sincerely,

[Signature]