

Suggestions For Approaching Potential Donors



Tech Trek is an impactful program which many other like-minded organizations may wish to support. Branches often secure donations from three sources: corporations, small businesses, and service clubs. Your members are a good source of suggestions for potential supporters. They may frequent local businesses or are members of other organizations and can carry forward the donation request personally or provide a contact name.

When contacting a corporation, review their website first to understand their mission and how Tech Trek might fit with it. Look at the list of principals and staff to find an appropriate contact person.

When contacting a service club, ask for a few minutes during a meeting to explain Tech Trek to their members and perhaps show a video from our [YouTube channel](#). Leave a brochure with the fund distribution committee; make sure they know how to contact you.

When contacting a small business, talk to the business owner directly if possible or leave a brochure and encourage them to check the Tech Trek website and watch the video; check back in a few days to answer questions and remind them of your request.

Make sure all donors know their contribution is tax deductible and will benefit local girls. Always point potential donors to the AAUW California Tech Trek [website](#). You could also mention that we have been doing this since 1998 and have amazing results over 25 years.

Learn your **Elevator Speech**. This is a very short explanation of what the program is, whom it affects, and why it is important. Here's one, but you can make up your own:

“Tech Trek is a fully sponsored science and math camp staffed by trained volunteers for local girls entering 8th grade. They spend a week living the life of a college student, complete with dormitory, dining hall and hands-on labs or they may participate in a virtual camp with online group projects and workshops. Because they are exposed to many kinds of exciting STEM activities and to women working in these areas, a great many of our campers will choose college majors and careers in those fields—far beyond normally expected rates. This is AAUW’s signature program to increase the number of women in STEM careers.”

BENEFITS OF DONATING

Consider which of the following benefits your branch could extend to a potential donor:

Increased business: Branch members will receive a list of donors and be encouraged to patronize the businesses. Branch members and camper families will be asked to thank donating businesses in person when they are shopping.

Local publicity: The business/service club’s name will be included in branch internal and external communications, such as the branch newsletter, branch website, and social media pages, newspaper articles, and school district communications.



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Tax deduction: Donors are eligible for a tax deduction. Be sure donation checks are written to “AAUW California SPF”, in order to protect the donor’s tax deduction. Amounts of \$250 or more will generate a separate donor letter from the AAUW California SPF, which is a 501(c)(3) nonprofit.

Gratitude: Camper-to-donor feedback is critical. Donors can expect at least one thank you letter from a camper. Some branches provide pre-addressed, stamped postcards for girls to send during camp.

Named sponsorship: Make the donations personal by naming the sponsorship, i.e. “The Chevron campership goes to Alison Mendez” or “The Sacramento Rotary campership” etc. Present the certificate at a school board meeting or school ceremony; try for a notice in the local newspaper.

Making a difference: Remind donors of the long lasting impact of their support. Share the following:

From a Tech Trek alumna: “Nothing done for a child is ever wasted. They are the future. One of the girls sponsored through this program will find the cure for cancer, save people from AIDS, become president, change the world. And she will need all the help and encouragement she can get . . . The most powerful thing you can do for someone is to believe in her more than she dares believe in herself. I can personally guarantee you, it will change her life.”

Note: This opportunity includes all students who identify as female.