

Suggestions For Approaching Potential Donors



Ask branch members, spouses, family members or friends for suggestions about which corporations, businesses or service clubs might be willing to consider a donation. If a Tech Trek “friend” is a member of Rotary, a women’s club etc. (or a business/corporation you plan to approach), ask them to provide a name to contact.

Contact corporations (usually through their websites, noting deadlines and restrictions), businesses (especially the ones your members use), and service clubs. Having a member/employee/customer connection is a bonus.

Ask the clubs 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.

Talk to the business owner, leave a brochure, encourage him or her to check the 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.

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 an all-sponsorship, all-volunteer science and math camp 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 science, technology, engineering and math 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 part in increasing the number of women in STEM careers.”

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.

WHAT DOES A BUSINESS/SERVICE CLUB GET FROM A DONATION?

Increased business: Ask branch members and camper families to thank donating businesses in person when they are shopping. Share with them a list of businesses and service clubs that have donated.

Local publicity: Agree to include the business/service club name in newspaper and school district and branch newsletter articles about Tech Trek *and* on the branch website. Promise to encourage members to patronize the business. Remind service clubs that their donation affects the future of local girls in a proven way.

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. One branch has the girls write three thank you notes to the donor for her sponsorship: before, during and after camp. The last one should include a picture of the girl at

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camp. Your girls should write at least one before and one after camp. You can give them a pre-addressed, stamped postcard to send from camp. We can provide directions on how to write a thank you letter.

Make the donations personal: name the sponsorship—"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.

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.