



Engage sponsors to provide in-kind or monetary contributions to support Choose Respect in your community.

Why?

Funding is often the biggest challenge facing an initiative. *Choose Respect: Fund it.* describes some simple strategies for acquiring sponsorship or contributions from businesses and individuals in the community.

Where and When?

Fundraising can and should be done anytime, wherever there are potential sponsors or contributors.

How?

A *Sponsor Outreach Letter Template* can be found in the Zone 4 resources on the USB Flash Drive that comes with this Playbook.

Talk the talk.

You never know where you will find a potential financial supporter or sponsor. One of the keys to getting people involved is to be interested and informed yourself. Review the background materials and messages provided on the CD and make yourself an expert on Choose Respect, dating abuse, and healthy relationships.

Once you have the basic information down, start talking about Choose Respect. Talk about it at the gym, at church, in the grocery store—anywhere you have conversations. If you are active in an organization such as the PTA, offer to schedule a presentation on Choose Respect and what your organization plans to do. It is essential that the word gets out about this exciting program! Much sponsorship has developed because someone heard about a need in casual conversation.

In addition, engage local media and local newsletters to cover your event. A simple public interest interview in the paper may generate several possibilities for funding.

Build a potential sponsor database.

Develop a list of people and organizations who show interest in Choose Respect and keep in touch with them. An e-newsletter can recognize contributions, update potential donors on Choose Respect events, and highlight opportunities to support the initiative.

Lay out the details.

Once you have spread the word, be prepared to explain why an individual, foundation, or organization should fund Choose Respect. The messages included on the Playbook will help you tailor your own statements. Messaging should emphasize the power of prevention in the lives of youth—lessons that 11–14 year olds learn about healthy relationships can last a lifetime. Employ local examples along with national statistics to show why Choose Respect is important to implement in your community.

A business or individual may be willing to sponsor one aspect of a program, such as an event or purchasing T-shirts as incentives. Be prepared with a list of all components that need funding or sponsorship. Try to include some “wish-list” items in addition to mandatory items needed to implement Choose Respect. This provides several options for sponsors.

Wish-list options might include:

- We need \$100 to cover the costs of printing Choose Respect fact sheets in color for distribution at the local library.
- We would like to have promotional giveaway items with the Choose Respect logo for our annual Back to School night. We encourage cobranding of all items.
- We would like to hold a video discussion night with parents in the community, but need a location that would hold approximately 50 people and has restrooms.
- We would like to run the Choose Respect PSAs on radio and TV and would like someone to sponsor or donate air time.

Remember, the number one reason that individuals or organizations give is because they were asked.

Recognize Your Sponsors

A small token of appreciation can mean a lot to sponsors. Consider recognizing the sponsor in publicity for the event, your agency’s newsletter, or with a certificate or plaque.

Want to Do More?

There are many opportunities to expand upon sponsorships, such as holding a fundraiser. This event may be something your organization already hosts, but the money could be directed partially or wholly toward Choose Respect. You could also add a small entrance fee or sell refreshments to benefit Choose Respect.

Resources Needed:

- Background information
- Messages
- List of activities or items that need sponsorship or funding
- Customized messages, if desired
- Sponsor Outreach Letter Template*

Evaluation:

Document what you accomplish using Choose Respect tracking tools:

- **Stand Up & Be Counted**

Keep track of play participants and audience members. The Zone 4 Evaluation Tools contain a sign-in sheet.

- **Cheers & Changes**

After the play is complete, note your successes, challenges, and opportunities for the future. The Zone 4 Evaluation Tools contain a worksheet to help you do this.

Choose Respect feedback tools are recommended if you implement multiple plays. Take time to reflect on how far you have come in implementing Choose Respect in your community after completing a series of Choose Respect activities using Choose Respect feedback tools:

- **Policy Education and Advocacy Impact Survey**

After completing a series of activities, collect information for your evaluation. The Zone 4 Evaluation Tools contain a feedback form to help you do this.

Sponsor Outreach Letter Template



Local sponsorship is a win-win partnership. Businesses and organizations who sponsor Choose Respect receive recognition as community leaders, and the Choose Respect initiative gains the resources to reach out to the community. You may use or adapt this letter template to enlist potential sponsors—businesses, civic groups, youth organizations, religious groups—to invest in your Choose Respect efforts.

[place on letterhead with choose respect logo]

[insert date]

[insert name of contact]

[insert organization name]

[insert business mailing address]

Dear ***[insert the specific name of the contact]***:

Treat others just as you want to be treated. That's a good rule for business and for life. Unfortunately, not all kids know how important it is to respect themselves and others. Some youth—just like adults—end up in unhealthy relationships. The facts about dating abuse among youth are alarming. Did you know that 1 in 11 youth reports being hit, slapped, or pushed on purpose by a boyfriend or girlfriend? You probably know some of these kids as your customers and members of your community.

Dating abuse is a pattern of violent behavior—physical, emotional, or sexual—by one partner in a dating relationship toward the other. Youth who suffer dating abuse are more vulnerable to binge drinking, substance abuse, suicide, physical fighting, sexual activity, poor academic performance, depression, and anxiety.

The costs of intimate partner rape, physical assault, and stalking exceed \$5.8 billion each year:

- Nearly \$4.1 billion of which is for direct medical and mental health care services
- Nearly \$0.9 billion in lost productivity from paid work and household chores for victims of nonfatal intimate partner violence
- Nearly \$0.9 billion in lifetime earnings lost by victims of intimate partner homicide

The good news is, if kids learn the importance of self-respect and respect for others at a young age, these skills can carry over into adulthood. That's why we're asking you to support Choose Respect, a national initiative of the Centers for Disease Control and Prevention (CDC), to promote positive, healthy

relationships—to your community. This research-based effort is designed to motivate youth to challenge harmful beliefs about dating abuse and develop a foundation of respect in all of their relationships.

There are so many ways ***[name of business]*** can support Choose Respect:

- Display a Choose Respect poster in ***[name of business]***.
- Hand out Choose Respect materials such as posters, bookmarks, temporary tattoos, and pocket guides to youth who come to ***[name of business]***.
- Work with Choose Respect partners in ***[City/State]*** by participating in our ***[news conference and/or outreach event]***.
- Provide in-kind goods and services for prizes at Choose Respect events (e.g., food items, movie tickets, free passes to games).
- Purchase Choose Respect-branded items such as T-shirts, knapsacks, or water bottles for Choose Respect events.
- Provide financial support for ***[name of event]*** by ***[insert details such as purchase tickets to a sporting event, etc.]***

As a sponsor, you will have the satisfaction of knowing you are helping to create an environment of respect in your business and your community. You will also receive recognition as a leader in the Choose Respect initiative at all community events.

With your help, ***[insert your organization name]*** will make important strides in building a community where mutual respect is simply what is expected. I will contact you soon to discuss your interest in becoming a Choose Respect sponsor. Meanwhile, we encourage you to learn more about Choose Respect by visiting www.chooserespect.org!

Best regards,

[insert your name]

[insert title]

[insert name of your organization]

[insert area code and phone number]

[insert e-mail address]

1. Centers for Disease Control and Prevention (CDC). Costs of intimate partner violence against women in the United States. Atlanta (GA): CDC, National Center for Injury Prevention and Control; 2003. [cited 2006 May 22]. Available from: URL: www.cdc.gov/ncipc/pub-res/ipv_cost/ipv.htm.
2. Max W, Rice DP, Finkelstein E, Bardwell RA, Leadbetter S. The economic toll of intimate partner violence against women in the United States. *Violence and Victims* 2004;19(3):259–72.