



Cleanup have been taken care of, and that last thank-you has been sent, keep in touch with your sponsors! Continue sending them your newsletter or updates on your group. Send them your annual report. Invite them to other events at your organization. Send them quick notes if you see their company given a positive mention in the newspaper. You don't want to only contact them once sponsorship solicitation starts up again. On the other hand, don't go overboard. For example, some sponsors prefer not to receive holiday cards from nonprofits, because they feel as though their money isn't being spent in the best way. It can be a fine line, so use your judgement. The bottom line is recognizing that each sponsor has unique needs and concerns. Do what you can to accommodate your sponsors while striving to make your Cleanup a successful continuation of your organization's mission.

SAMPLE SPONSOR LETTER

[DATE]
Donations Manager
Safeway

Dear

I am writing on behalf of in, CA. We are a non-profit organization that has been working to preserve, protect and restore theriver since

On [DATE], we will be holding our Annual River Cleanup. This event is part of the Great Sierra River Cleanup and Coastal Cleanup Day, which is the largest volunteer event in the whole state. Over volunteers will be participating in our River Cleanup. They will be spending the morning picking up trash and recyclables atsites along the river. For the past years we have provided our volunteers with a free lunch and drinks courtesy of local markets. Safeway has been very generous with donations of food for the lunch the past few years and we are very appreciative of your support! We hope you can sponsor the event again this year.

Safeway will receive the following benefits:

- Your logo on our poster
- Your logo on our website, linked to your website
- Your logo on our T-shirt
- Your name mentioned at our volunteer meetings and at the lunch
- Your banner displayed at the lunch
- Your name mentioned in all press releases.

Feel free to call me with any further questions that you may have. I look forward to hearing from you soon or I will call soon!

Sincerely,
Your name, title, phone number, email