CORPORATE PARTNERS & DEVELOPMENT

ADVANCEMENT PLAN

2026-2028 GFWC CLUB MANUAL

BUILDING STRONGER COMMUNITIES THROUGH CORPORATE PARTNERSHIPS

PURPOSE

The GFWC Corporate Partners and Development Committee is dedicated to building and strengthening relationships with businesses and organizations that share GFWC's mission of community improvement through volunteer service. Corporate sponsorships can provide valuable benefits to clubs at every level: local, district, state, and international, including financial support, in-kind donations, and opportunities to enhance club projects and programs.

WHY CORPORATE SPONSORSHIP MATTERS

Corporate sponsorships are mutually beneficial partnerships between a business and your club. Companies today want to invest in causes that show community impact, volunteer involvement, and visibility.

Through sponsorships, clubs can:

- Offset event or program costs.
- Increase visibility within the community.
- Build lasting relationships with local businesses.
- Showcase GFWC's community impact to a broader audience.

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2026-2028 CORPORATE PARTNERS & DEVELOPMENT COMMITTEE

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STEPS TO SECURING CORPORATE SPONSORS

1. IDENTIFY POTENTIAL PARTNERS

- Start locally! Reach out to businesses that share your club's values or serve your community.
- Consider companies where members work or have personal connections.
- Look for organizations with a history of supporting community events, education, women's initiatives, health causes, or local charities.
- *Examples include banks, hospitals, grocery stores, home improvement stores, restaurants, local newspapers, real estate agencies, and small businesses.*

2. DO YOUR RESEARCH

- Learn about the company's community giving or sponsorship policies.
- Review their website or social media for past partnerships or causes they've supported.
- Find out who makes sponsorship decisions – often the marketing, community relations, or HR department.

3. CREATE A SPONSORSHIP PACKAGE

Prepare a simple, professional proposal that includes:

- A brief description of your club and its mission.
- The specific project or event for which you are requesting business support or sponsorship.
- Sponsorship levels and benefits (e.g., logo on programs, social media mentions, banner display, event tickets).
- How the funds or donations will be used and the impact they will make.
- *Tip: Include testimonials or short success stories from past club projects to demonstrate results and credibility.*

4. MAKE THE ASK

- Contact the business personally – phone, email, or in person – to introduce your club and request a meeting.
- Be confident, specific, and clear about what you are asking for and why it matters.
- Discuss the benefit to the businesses in partnering with your club.
- Always follow up with a written proposal and thank them for their time and consideration.

5. ACKNOWLEDGE AND RECOGNIZE SPONSORS

- Thank your sponsors publicly – on social media, in newsletters, and at events.
- Send a personal thank-you note or certificate of appreciation.
- Keep them informed with updates or photos of the sponsored project.

Recognition builds loyalty and encourages ongoing support!

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GFWC CONNECTION

Your local efforts align with the work of the GFWC Corporate Partners and Development Committee, which builds relationships at the national level to support Federation-wide initiatives. Together, local and national partnerships strengthen GFWC's ability to improve communities and change lives.

RESOURCES

GFWC Style Guide: Download the current GFWC Style Guide from the Digital Library on the Member Portal for guidance on consistent branding, language, and tone.

GFWC Emblem Use and Corporate Colors Brochure: Download this informative guide from the Digital Library on the Member Portal on how to use GFWC logos, fonts, and colors in your sponsorship package.

QUICK TIPS FOR CLUBS

- √ **Start locally. Businesses that recognize your members are more likely to say yes.**
- √ **Offer value. Recognition, visibility, and goodwill make a big difference.**
- √ **Follow through. Keep your promises, provide timely updates, and always express gratitude.**
- √ **Stay connected. Keep sponsors informed throughout the year, not just before events.**

Together, we can grow partnerships that empower our members, strengthen our communities, and sustain the GFWC legacy of volunteer service.

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