
Sponsoring, Promoting and Disseminating

By Anna-Maria Drousiotou



Sponsoring, Promoting and Disseminating the scope of every event and activity within the organization

- ▶ Why do we need to look for funding and support for our activities?
- ▶ Practical guidelines on how to write (a) Sponsorship letters (b) Press Releases (c) FW-pedia articles
- ▶ How to maximize the dissemination and promotion of everything we do?



Sponsoring, Promoting and Disseminating the scope of every event and activity within the organization

▶ Why do we need to look for funding and support for our activities?



▶ Added Exposure

▶ Added Promotion

▶ Added Prestige

▶ Added security

Most projects are funded by 75% - By gaining support you are gaining 25% more in all above aspects

Sponsoring, Promoting and Disseminating the scope of every event and activity within the organization

- ▶ Practical guidelines on how to write (a) **Sponsorship letters** (b) Press Releases (c) FW-pedia articles



How to write sponsorship letters

- ▶ First decide what you want to ask for. Money ? Support ? In-kind contribution ?
- ▶ When requesting be straight to the point, polite and definitely not apologetic.
- ▶ Mention any other confirmed contribution you already have or strong points you have.
- ▶ Be clear on what they have to gain.
- ▶ Research your potential sponsor, use their webpage and use wording that they use and relate it to your project.
- ▶ Be detailed at the end with your name, title, address, phone number, email, website. Always make it easy for them to find/contact you.



Example A: Small In kind contribution



20 December 2010

Get Fresh
Andrea Dimitriou street, no 4. shop D, E
1066 Nicosia, Cyprus
Tel.: + (357) 22667332
Email: order@getfresh.com.cy

**Sub: Donation in kind for the children of refugees
Future Worlds Center**

Future Worlds Centre in cooperation and with the support of the United Nations High Commission for Refugees in Cyprus, UNHCR, offers free legal advice to refugees and asylum seekers.

Every year for the celebration of the New Year we try and organize a small party for the children of the families of refugees and asylum seekers in Cyprus keeping in mind that these families are mostly poor.

This year the mayor of Strovolos has kindly and generously offered us the "Spilies" hall in Acropolis Park so we may host our party there on January 15, 2011 from 11:00 – 14:00.

For this purpose, we would kindly like to request from your company a small donation in kind so we may offer the children some refreshments.

These holidays let us all participate in giving some joy to the children of these families.

Thank-you

Anna-Maria Drousiotou
Future Worlds Center
5 Promitheos str, 1065
Nicosia
Tel. +357 22873820
Fax. +357 22873821
Mbl. 99-495824
Email: am_drousiotou@hotmail.com

Detail info

Future Worlds Center

Unit: Development, Education and Humanitarian Affairs

Implementing Partner of UNHCR Project "Strengthening Asylum in Cyprus

Promitheos 5, 1065 Nicosia, Cyprus Tel. +357 22873820 Fax. +357 22873821

www.cnti.org.cy <http://fwcis.blogspot.com> www.FutureWorldsCenter.org www.EUCitizenship.org

www.ucyvrok.wetpaint.com www.tech4peace.org www.globalconnections.wetpaint.com

www.developmenteducation.info <http://cy.youth4world.com> <http://multiculturalcyprus.blogspot.com>

www.CyberEthics.info www.Everybodys-Song.net

Place in the title exactly what you are asking for

Introduce yourself

Mention any other confirmed contribution you already have

Request in detail what you want from them

Show them what they are gaining from this contribution



Example B: Large In kind contribution



Intercultural Dialogue & Linguistic Diversity
via Moblang



141 Omonia Avenue
The Maritime Center
P.O. Box 50483
3045 Limassol
+357 25 886000 phone
+357 25 886822 fax

Nicosia, 25 November 2011

Luzia Research

Re: Support of MobLang project in kind

Dear Mr XXX,

We would like to request the support of Amdocs in this innovative project called MobLang (www.moblang.eu).

What is MobLang? MobLang is a language application for Java based mobile phones.

What are the objectives of MobLang? The objectives for MobLang have a foundation in improving community relations in areas within the European Union where there are significant cultural differences between members of the community and language is a factor in the cultural differences. In each of the regions that the mobile language course as well as language cafés from the project will be deployed it is believed that if members of a community could better understand each other then problems would be reduced.

Which phones can use MobLang? Although making the application available for any mobile phone that supports Java programming and has an external memory card, MobLang is specifically developed for and tested with Nokia phones.

Is MobLang funded? MobLang is partially funded by the European Commission.

What support would we like to request from Amdocs? According to our research not all potential end-users possess a compatible phone, i.e. a Nokia phone or a mobile phone supporting Java with external memory card. We would therefore like to request your support for the project and product MobLang by:

- Making available memory cards to be distributed to end users with MobLang application saved on them.
- Making available compatible mobile phones with MobLang application installed on to lend to end users.

Why we approached Amdocs? We believe this is a new and innovative way of closing cultural differences and promoting peace. Amdocs is a vast international company that prides in respecting the culture and values of all of its employees in all of the countries it operates in. By being part of this project Amdocs will be contributing to the promotion of respect and peace amongst all different societies.

We hope to arrange a meeting with you soon in order to discuss in further detail all of the aforementioned.

Detailed info on what the product is as the specific product is not usual everyday kind

Very important for them to know if they are the only ones funding

Once again what do we want from them in detail

Show them what they are gaining from this contribution



Example C: Money contribution



Mr Funder Funderson
Head of Funder company co
10 Lemon str, 2059
Nicosia, Cyprus
Tel. 99 989898
Fax. 99 979797

9 December, 2011

Request for funding for Cyberethics Cyprus Safer Internet Center

Dear Mr Funderson,

CyberEthics is the Cyprus Safer Internet Center, member of Insafe (European Union's network of Safer Internet Awareness Nodes: www.saferinternet.org) and Inhope (International Association of Internet Hotlines: www.inhope.org). The center also fully operates a ~~Hotline and Helpline~~ designed to assist parents, children and educators on how to protect themselves from the dangers of the internet. Partners of Cyberethics are the Cyprus Pedagogical Institute of the ministry of education, CNTI, the ~~Pan-Cyprian~~ coordinating committee for the protection and welfare of children (PCCPWC) and the ~~Save~~ Branch Foundation.

Cyberethics works ~~towards~~ educating parents, children, educators and the general public on how to protect themselves from racial, violent and child pornography content but also how to protect their personal data from photos to credit card details.

As you can see the impact of our project is extremely important in protecting future generations who are growing up inside of the digital world.

Our center is co-funded by the European Commission but only by 75% so we would like to invite your university to be part of our co-fund proposal (~~details following~~).

Co-Fund Proposal & Benefits

30,000 Euro: Your logo will be placed on all of Cyberethics' promotional material, such as flyers, posters, cards, DVD's, TV spots, Press placements. A special press release announcing your partnership will be placed in 3 leading newspapers indicating your purpose to help fight cybercrime. You will be invited along with Cyberethics team members to participate in television and radio programs concerning Internet safety. Your logo will be added to our extensive mailing list to be circulated amongst 4,000 receivers.

20,000 Euro: A special press release announcing your partnership will be placed in 3 leading newspapers indicating your purpose to help fight cybercrime. You will be invited along with Cyberethics team members to participate in television and radio programs concerning Internet safety. Your logo will be added to our extensive mailing list to be circulated amongst 4,000 receivers.

10,000 Euro: A special press release announcing your partnership will be placed in 2 leading newspapers indicating your purpose to help fight cybercrime. Your logo will be added to our extensive mailing list to be circulated amongst 4,000 receivers.

Future Worlds Center
(legal reg: Cyprus Neuroscience and Technology Institute)
5 Promitheos, 1065 Lefkosia, CYPRIUS
Tel. +357 22 87 38 20 Fax. +357 22 87 38 21
www.CyberEthics.info www.cnti.org.cy

We truly hope your university wishes to be part of this special and very important community project and look forward to working together to protect the youth of today and tomorrow.

Kind Regards

Iliada Spyrou
Hotline Coordinator
5 Promitheos str,
2059 Nicosia Cyprus
Tel: 22873820
Fax. 22873821

Its not empty flattery if you truly believe it !!

Use your strong points

Use language and wording related to your potential donor

Only by ..

Future Worlds Center
(legal reg: Cyprus Neuroscience and Technology Institute)
5 Promitheos, 1065 Lefkosia, CYPRIUS
Tel. +357 22 87 38 20 Fax. +357 22 87 38 21
www.CyberEthics.info www.cnti.org.cy



GOLDEN RULE

ALWAYS ALWAYS ALWAYS ALWAYS ALWAYS ALWAYS
ALWAYS ALWAYS ALWAYS ALWAYS ALWAYS ALWAYS
ALWAYS ALWAYS ALWAYS ALWAYS ALWAYS ALWAYS
ALWAYS ALWAYS ALWAYS ALWAYS ALWAYS ALWAYS
ALWAYS ALWAYS ALWAYS ALWAYS ALWAYS ALWAYS
ALWAYS ALWAYS ALWAYS ALWAYS ALWAYS ALWAYS
ALWAYS ALWAYS ALWAYS ALWAYS ALWAYS ALWAYS
ALWAYS ALWAYS ALWAYS ALWAYS ALWAYS ALWAYS

FOLLOW UP WITH PHONE CALL



Wrap Up for sponsorship letters

- ▶ Companies consist of busy people who are tight with their company's money so they just want to know:
 - ▶ Who you are
 - ▶ What you want
 - ▶ What's in it for them
- ▶ Finally if you do get the sponsorship please remember to send a personalized thank you email/letter.



Sponsoring, Promoting and Disseminating the scope of every event and activity within the organization

- ▶ Practical guidelines on how to write (a) Sponsorship letters (b) **Press Releases** (c) FW-pedia articles



Press Releases

- ▶ Its best to have one common Press Release structure coming from FWC so after a few times journalists know immediately who sent the PR.
- ▶ **Top:** Future Worlds Center Press Release
For Immediate Release

Wednesday 21 July, 2010

- ▶ Following contact info, details of person in charge:

For more information and interviews, please contact Anna-Maria Drousiotou: actsbeyondborders@gmail.com or +357 22 873820



Press Releases

▶ Catchy News Hook

News hook: Cypriot NGO selected by European Commission for a 3-year peace project aimed to increase dialogue and cooperation among civil society in Israel and the Palestinian Territories

- ▶ Followed by text about project, try and make it slightly like an interview follow up.
 - ▶ Include lots of information for referencing, websites, wikis.
 - ▶ Photographs. Include photos in the PDF file you send but also make sure to send them separately so journalists can have easy access to them.
 - ▶ When sending the email put the same text as the attachment.
-



Press Releases



"The project "Human Rights and Reconciliation – Civil Society Acts Beyond Borders" is funded by the European Union. The contents of this publication is the sole responsibility of Future Worlds Center and can in no way be taken to reflect the views of the European Union."

Future Worlds Center Press Release
For Immediate Release
Wednesday 21 July, 2010

For more information and interviews, please contact Anna-Maria Drousiotou:
actsbeyondborders@gmail.com or +357 22 873820

News hook: Cypriot NGO selected by European Commission for a 3-year peace project aimed to increase dialogue and cooperation among civil society in Israel and the Palestinian Territories

"This is a great honour for Cyprus and for peace builders in the region to be recognised for their efforts and expertise", says Future Worlds Center, as it facilitates a structured dialogue workshop in Cyprus from 26–30 July to empower civil society actors from Israel and the Palestinian territories.

(Nicosia, 21/07/10): Local Cypriot non-governmental organisation Future Worlds Center (FWC) based in Nicosia, Cyprus has been awarded a contract from the European Commission for a 3-year EU project entitled, "Human Rights and Reconciliation – Civil Society Acts Beyond Borders". The project aims to empower civil society actors, youth, and local authorities in Israel and the Palestinian territories through a comprehensive set of structured dialogue workshops, civil society trainings, as well as multi-communal public debates, round tables and conferences.

With the assistance of partners, the Palestinian Dialogue Center (PDC) in the Palestinian Territories and the Association for Progressive Education in Honor of Meir Yaari (YAARI) in Israel, Future Worlds Center will be utilising the strategies that have proved most effective from their years of experience in conflict resolution work in Cyprus. Through the use of the science of Structured Dialogic Design (SDD) and capacity building trainings for Civil Society Organisations (CSOs), the partners will work together to contribute positively to civil society in Israel and the Palestinian territories.

From 26 July to 30 July, a group of Palestinians and Israelis will be in Larnaca, Cyprus to participate in a series of SDD workshops facilitated by Dr. Aleco Christakis, father of the science and Dr. Yiannis Laouris, president of the board of Future Worlds Center. Laouris says the aim is to empower these stakeholders to "act in a more coherent manner for jointly agreed upon aims, enhancing the enforcement of equal standards, participation of women and youth, thus strengthening democratic processes and promoting peaceful resolution of conflicts".

Laouris explains that the reason Structured Democratic Dialogue (SDD) process was chosen is "that it facilitates the peaceful conciliation and management of group interests and promotes solutions on divisive matters or controversial areas by actively engaging civil society actors to collaborate on jointly developed community action projects to foster mutual understanding". "With SDD," continues Laouris, "the participants can create joint, strategic action plans to promote greater cohesion in working on democratic participation and representation of underrepresented groups in civil society".

Moreover, the project, "Human Rights and Reconciliation – Civil Society Acts Beyond Borders" (EuropeAid/127237/C/ACT/Multi) aims to enhance the capacity within CSOs to act within their community, and on a national as well as a trans-national level.



Future Worlds Center (legal
reg.: Cyprus Neuroscience and
Technology Institute)
Global Education Unit

5 Promitheos, 1065 Lefkosia, CYPRUS
Tel. +357 22 87 38 20
Fax. +357 22 87 38 21 <http://actbeyondbord>
<http://fwcis.blogspot.com/>



"The project "Human Rights and Reconciliation – Civil Society Acts Beyond Borders" is funded by the European Union. The contents of this publication is the sole responsibility of Future Worlds Center and can in no way be taken to reflect the views of the European Union."

ENDS

Notes to Editors:

Future Worlds Center (FWC) is "building inter-linked socio-techno-cultural worlds through science and dialogue". Our mission is to explore and utilize the evolution of information and communication technologies to strengthen the process of peace-building and civic education, and to disseminate and promote the principles of Human Rights, Tolerance and Diversity.

Formed in 1991, Future Worlds Center has a long history of activities and projects that promote peace and reconciliation in Cyprus. FWC supports and empowers democratic peace-oriented civil society initiatives and is the European leader in using the Structured Democratic Dialogue (SDD) process. For more information go to (<http://futureworldscenter.org/> and <http://fwcis.blogspot.com/>)

For more information about "Human Rights and Reconciliation – Civil Society Acts Beyond Borders" (EuropeAid/127237/C/ACT/Multi) go to (<http://www.actbeyondborders.net/>)

For more information on Structured Democratic Dialogue (SDD) process:

<http://globalagoras.com/>

http://en.wikipedia.org/wiki/Structured_dialogic_design

<http://en.wikipedia.org/wiki/Dialogue>

http://en.wikipedia.org/wiki/Civil_Society_Dialogue_project_in_Cyprus



Future Worlds Center (legal
reg.: Cyprus Neuroscience and
Technology Institute)
Global Education Unit

5 Promitheos, 1065 Lefkosia, CYPRUS
Tel. +357 22 87 38 20
Fax. +357 22 87 38 21 <http://actbeyondbord>
<http://fwcis.blogspot.com/>



GOLDEN RULE

ALWAYS ALWAYS ALWAYS ALWAYS ALWAYS ALWAYS
ALWAYS ALWAYS ALWAYS ALWAYS ALWAYS ALWAYS
ALWAYS ALWAYS ALWAYS ALWAYS ALWAYS ALWAYS
ALWAYS ALWAYS ALWAYS ALWAYS ALWAYS ALWAYS
ALWAYS ALWAYS ALWAYS ALWAYS ALWAYS ALWAYS
ALWAYS ALWAYS ALWAYS ALWAYS ALWAYS ALWAYS
ALWAYS ALWAYS ALWAYS ALWAYS ALWAYS ALWAYS

**FOLLOW UP WITH PHONE
CALL**



Sponsoring, Promoting and Disseminating the scope of every event and activity within the organization

- ▶ Practical guidelines on how to write (a) Sponsorship letters (b) Press Releases (c) **FW-pedia articles**



FW-pedia articles

- ▶ With Press Releases and FW-pedia articles you only have to create once.

You can use the text piece from your Press Release and copy/paste it into your FW-pedia page

OR

You can use your text piece from your FW-pedia page and add the news hook and extra info for your Press Release.



Sponsoring, Promoting and Disseminating the scope of every event and activity within the organization

- ▶ **How to maximize the dissemination and promotion of everything we do?**

I have combined this question with the FW-pedia procedures for organizing an event and Media Relations.



Sponsoring, Promoting and Disseminating the scope of every event and activity within the organization

[http://www.futureworlds.eu/wiki/Procedure: Organization of an event](http://www.futureworlds.eu/wiki/Procedure:_Organization_of_an_event)

Capitalizing on the event using PR, Media and cross-selling principles

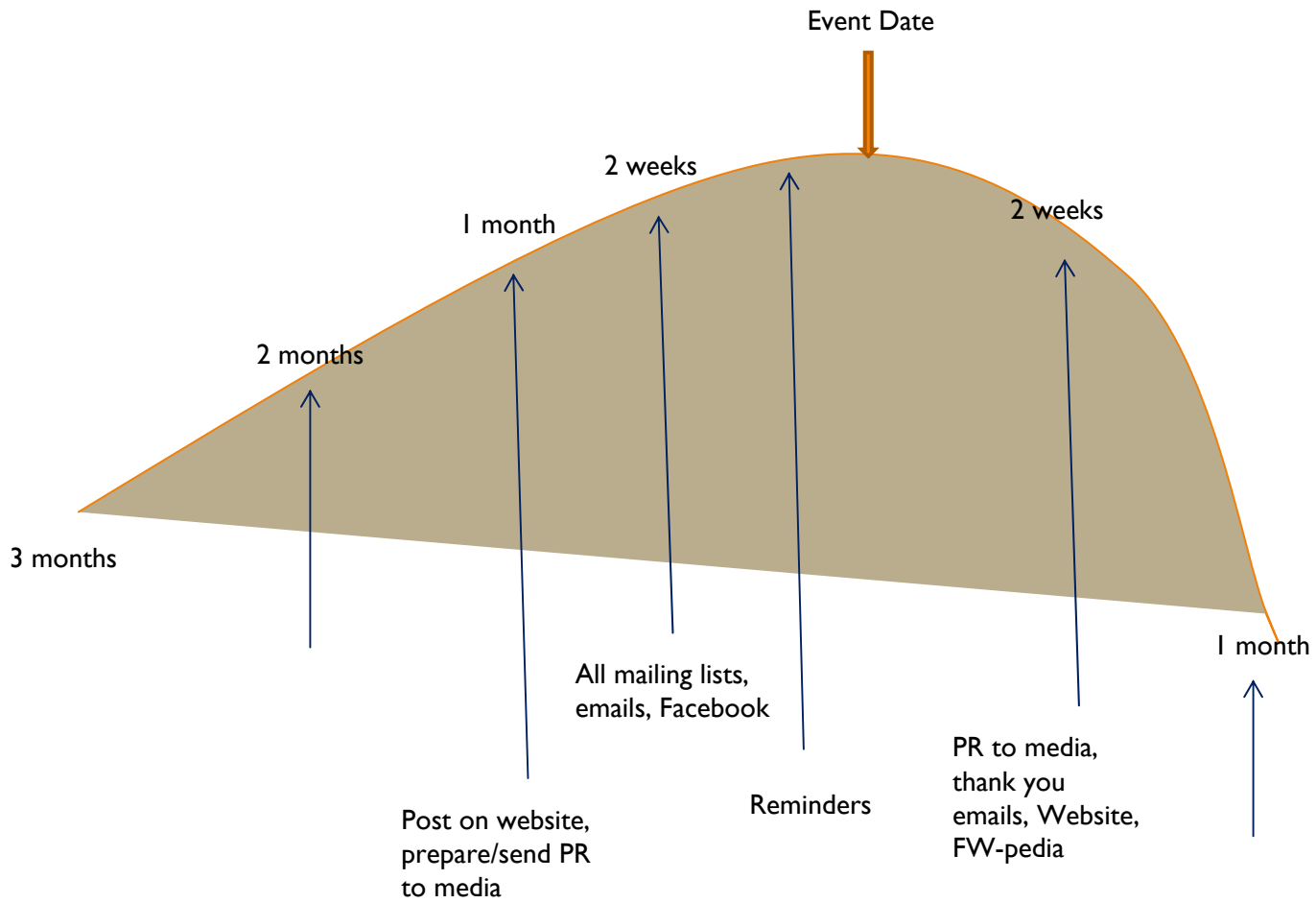
- ▶ You must try to capitalize on the event and to promote other projects/people within [Future Worlds Center](#). Use FWC mailing list. Use CCMC mailing list. Use personal mailing list. Use Facebook. Use twitter.
- ▶ Arrange for a public person to put the event under her auspices and/or address the opening. Most smaller scale Political Individuals want to attend events, it doesn't always have to be a minister or president it can be a mayor or the head of dept of a ministry, or an assistant mayor.
- ▶ Announce the event on the respective project website at least 1 month before. This is very important as you need to be able to reference your website in your Press Releases and announcements.



Sponsoring, Promoting and Disseminating the scope of every event and activity within the organization

- ▶ Announce the event on the FWC Blog at least 2 weeks to 1 month before. I made a change here and in the FW-pedia and added at least 2 weeks.
- ▶ Announce the event through Future Worlds lists at least 2 weeks before. Email and Facebook announcements are very fast and furious, in this day sending information closer to the date will help them plan and remember.
- ▶ Announce the event on Facebook
- ▶ Announce the event to the wider public through Press release (via fax/email to media/journalists at least 1 month before. But you have to send reminders to the press about 3-4 days ahead of event.
- ▶ Send Email-Facebook reminder 3-5 days before event.





Sponsoring, Promoting and Disseminating the scope of every event and activity within the organization

- ▶ Announce the event to the wider public through Press release (via fax/email to media/journalists at least 1 month before.
- ▶ **We already have contacts in the media who promote our work:**
 - ▶ Cyprus Mail. They publish almost every press release we send.
 - ▶ CYBC Radio – Rosie Charlambous, every time we call her she puts us on air.
 - ▶ CYBC TV Morning shows – Whenever we have something big and we contact them they put us on air.
 - ▶ CCMC – Large mailing list from media of both communities.
 - ▶ Get Fresh Mailing List – They asked us to send them all events and promotions we have and they will forward it on our mailing list



Sponsoring, Promoting and Disseminating the scope of every event and activity within the organization

http://futureworlds.eu/wiki/Policy:_Media_relations

Policy: Media relations

- ▶ Future Worlds Center values our media relations.
- ▶ It is important to invest in your media relations. Should a journalist publish your press release/article, first be personal and send a thankyou email, then maybe invite this journalist to the organization for coffee and to meet you and your project. Send an email and follow up with phone call to TV morning shows and radio shows. This is almost certain to get you an appearance on the shows.

Be Personal

Be Persistent

Be Polite



GOLDEN RULE

ALWAYS ALWAYS ALWAYS ALWAYS ALWAYS ALWAYS
ALWAYS ALWAYS ALWAYS ALWAYS ALWAYS ALWAYS
ALWAYS ALWAYS ALWAYS ALWAYS ALWAYS ALWAYS
ALWAYS ALWAYS ALWAYS ALWAYS ALWAYS ALWAYS
ALWAYS ALWAYS ALWAYS ALWAYS ALWAYS ALWAYS
ALWAYS ALWAYS ALWAYS ALWAYS ALWAYS ALWAYS
ALWAYS ALWAYS ALWAYS ALWAYS ALWAYS ALWAYS

**FOLLOW UP WITH PHONE
CALL**



Sponsoring, Promoting and Disseminating the scope of every event and activity within the organization

Policy: Media relations

- ▶ Task – Match the journalist to the project or to civil society and invite them to organization for coffee and meet.
- ▶ Time Line
Jan – Feb Generally these are quiet months and a good time before Presidency activities start.

Use the presidency as leverage.

We have to agree on common wording that can be adjusted accordingly in everything we send out.



Other Fundraising opportunities

- ▶ Awards – This is one of the best ways to gain funds as its based on already existing work done. So no need to create from the beginning.
- ▶ Small grants and proposals = less work, easier to get
- ▶ Research potential donors and approach. Eg. Rich Cypriots (Norwegian Guy)
- ▶ Companies but need to be relevant to project eg. MobLang-Amdocs



I would like to thank-you all but first godz, my mum, my family, my doctor for birthing me, my hairdresser and last but not least my dog for understanding the pain of being an actress.....

Thank-you, Thank-you, Thank-you

