

## Patrons Canvassing Guide Fall 2023

Please complete the [Fundraising Leads Data](#) form after each contact. The form is short and shouldn't take more than a couple of minutes to complete. The data collected may help us in future fundraising efforts.

**Important note: Please don't approach businesses where you have to be 18 or older to purchase products or services such as vape shops, bars, tattoo shops, etc.**

When soliciting support:

- Introduce yourself
- Briefly explain your connection to the theatre program (student, teacher, parent, etc.)
- Mention that Chesterfield County Public Schools **does not provide any funds** to support shows.
- Mention that the Specialty Center for the Arts is populated by students from **all over the county**, not just the Chester area or the Thomas Dale school zone.
- Mention that donations to the Patrons (they are **not** donating to the school directly) are **tax-deductible**.
- It's an investment in the community.
- Ads in production programs, mentions on the Patrons website and social media feeds is good exposure for their business.
- No matter whether they choose to donate or display a poster, thank them for their time and encourage them to attend the show.

If they aren't willing to pay to become a Friend (\$35), a Sponsor (\$150) or a Partner (\$300) can they at least be a Supporter and put a poster up in their business?

If they put up a poster for *Addams Family* will they be willing to put up a poster for *Akeelah and the Bee* in the spring?

***Payment by check is preferred.*** Checks should be made out to **Patrons of TDHS Theatre**.

Make sure that anyone who is willing to become a Friend, Sponsor or Partner understands what they are getting in return for their contribution - use the half-sheet flier provided.

Mention that they can buy a full (\$75) or half page (\$50) ad in the program without becoming a Friend, Sponsor or Partner.

Anyone who is submitting an ad needs to complete the [TDHS Patrons Program Advertisement Form](#) - URL and QR code are on the back of the half-sheet flier. The form includes instructions for emailing their ad after they have completed the form. The form also includes various other payment options. If they pay to become a Sponsor or Partner that covers their ad fees and they can just choose "I have already paid (Sponsor or Partner)" under Payment.

I would like to avoid duplication of effort as much as possible. **If you are willing to visit local businesses to solicit support please contact me and let me know what part of the county you would like to cover.** If we have too many people in a particular area I may ask you to take a portion of the county where we don't have much representation, if possible.

**Mark Wenberg**

**If you have questions or concerns you can email me at [mrwenberg@gmail.com](mailto:mrwenberg@gmail.com) or call/text at 804-638-9342.**