

# Patron Drive Timeline!

## STEP ONE: Week of Jan. 25<sup>th</sup>-Jan 31<sup>st</sup>.

- Receive your list of Patrons to contact.
- Compose your cover letter and Patron portfolio. Be sure to:
  - Make it LOOK professional. You are trying to sell yourself and the choral program as a VALUABLE ASSET and COMMODITY of the Lafayette Community. Be SHARP!
  - Include your cover letter.
  - Patron support levels sheet.
  - A copy of advertisement sizes and complimentary Patron benefits.
  - MAIL YOUR PATRON PORTFOLIO TO YOUR PATRON BY THE END OF THE WEEK!  
AND BE CERTAIN THAT YOU CONTACT EVERY PATRON ON YOUR LIST!!
- Your directors and parents will check on your progress.

## STEP TWO: Week of Feb. 1<sup>st</sup>- Feb. 7<sup>th</sup>.

- Make a personal PHONE CONTACT with your Patron letting them know that you have mailed them their personalized Patron Portfolio and you will contact them again NEXT WEEK to confirm that they have received it.
- If you need to leave a message, be certain to call back the very next day! Be consistent and polite.
- BE CERTAIN THAT YOU CONTACT EVERY PATRON ON YOUR LIST!!
- Your directors and parents will check on your progress.

## STEP THREE: Week of Feb. 8<sup>th</sup>- 14<sup>th</sup>

- Make a personal PHONE CONTACT with your Patron asking them for an appointment to meet in which you could discuss the possibility of them being your Patron for the 2015 Competition Season and the 2015 Spring Show.
- If you need to leave a message, be certain to call back the very next day! Be consistent and polite.
- Make the appointment! Your directors and parents will check on your progress.

## **STEP FOUR: The 2 Weeks of Feb. 15<sup>th</sup> – Feb. 28th.**

- Make the appointment. ARRIVE EARLY and DRESS PROFESSIONALLY!
- Be certain to bring with you:
  - The Patron support levels sheet.
  - A copy of advertisement sizes and complimentary Patron benefits.
  - the YELLOW PATRON DRIVE CARD.
  - A pen and your calendar.
- If the Patron agrees to support you, fill out the YELLOW PATRON DRIVE CARD with contact information, what level they wish to support you, and what night they would like to have their tickets to the Spring Show. If they plan to send a check to Mrs. May with their donation mark it down on the YELLOW CARD and in your calendar. A few days BEFORE the check is scheduled to arrive, CALL THE PATRON AND THANK THEM FOR THEIR SUPPORT! If they give you a check for their support at the meeting, be certain to give them the left hand stub for their tax records.
- Whether or not the Patron decides to support you and the music program....BE SURE TO THANK THEM FOR THEIR TIME!
- RETURN THE YELLOW CARD TO MRS. MAY IMMEDIATELY WITH A “YES” OR “NO” ANSWER FROM YOUR PATRON. DO NOT WAIT AND TURN THEM IN “AT THE SAME TIME”!! If you have not yet met your fundraising goal, we MAY be able to give you a few more names of past Patrons who should be contacted.
- Your directors and parents will check on your progress.
- BE CERTAIN THAT YOU CONTACT EVERY PATRON ON YOUR LIST!!

## **STEP FIVE: Week of March 1<sup>st</sup> – March 7<sup>th</sup>**

- All YELLOW PATRON DRIVE CARDS should be turned in to Mrs. May for advertisement and ticket processing.
- Make a personal PHONE CONTACT with your Patron thanking them for their support. Ask them if they have already sent in their advertisement art work/JPEG or PDF file to Mrs. May. If not, encourage them to be sure to get the artwork to her BEFORE the deadline as we want to give them proper credit and thanks for their support.
- If you were assigned additional Patrons to contact you should have completed up to STEP THREE at this time. **The Patron Drive ENDS on MARCH 21<sup>ST</sup>!!!**