

# APPROACHING BUSINESSES

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As you're adding value to the neighbourhood, there are plenty of good reasons for local businesses to add their support whether through pledges, promotion or stuff.

Local estate agents, Keatons, who backed the Wanstead Playground project, said "there were many reasons we chose to back their project; we were helping provide a fun play area for local children whilst also increasing the value of the neighbourhood where we sell and let property. We pledged some funds but we also provided some signs to help spread the word of their campaign."

Little Bird Gin backed the Peckham Coal Line project because they've "lived in and worked in Peckham for over a decade and are always delighted to do [their] bit to help the neighbourhood and build the community."

Businesses have previously donated the use of event space, raffle prizes, a percentage of profits from ticket sales or beer sales and refreshments to projects in their area so be creative in your ask. There are three tricks to getting businesses to pledge:

## 1. Approach them at the optimal time

Businesses wish to back projects that are popular in the community, good causes that they can put their company's name to. In other words wait until you've already got a significant amount of backers before asking a business for pledge.

## 2. Warm them up beforehand

Although you should wait until later in your campaign to ask for a pledge, we advise 'warming up' your target businesses early on. Pop in and let them know that you live locally and would appreciate their opinion on a local project idea you have.

By asking for their feedback and taking their opinions into consideration they will feel like they're a part of the project, and therefore may be more inclined to pledge to the project later on when you come back with a 50% funded campaign.

## 3. Come armed with an info pack and clear rewards

Create a comprehensive yet concise summary about your project and how their pledge could help. The info pack should include the following:

- Project summary (in four sentences!)
- Photo of what the project is now (before shot)
- Photo of what the project will look like when finished (after shot)
- Quote from another business/big backer (like the ones at the start of this section)
- List of rewards (e.g. big public thank you, your name on a plaque, your mention in a local press article)
- Campaign deadline (e.g. Only 10 days left)
- Clear next step ("Contact me!")
- Direct message ("We need your pledge")