



10 Things to Consider When Recruiting Activity Sponsors

1. Who is the nonprofit activity's target audience?
2. What businesses would be interested in the same target audience?
3. To ensure a good match, poll the target audience to see what businesses and types of businesses they frequent.
4. What media providers does the target audience prefer (radio stations, publications, TV channels)?
5. What businesses might have a vested interest in your mission and the outcomes of your work?
6. Who are your business neighbors and vendors?
7. Start with your current supporters. Who are their employers?
8. What businesses have supported you in the past?
9. What businesses support similar activities?
10. What businesses support similar causes or nonprofit organizations?