



# Fundraising Flyer for Teams to Help Fundraise

## Start with Easy Wins

### Restaurant Give-Back Nights

Partner with restaurants that donate a percentage of each sale back to your team. These are simple to run and work great when students help promote the event.

### School Foundation Support

Check whether your school has an education foundation or charitable arm. They often fund student organizations, STEM programs, and equipment needs.

### Haas Foundation Grants

1. The Gene Haas Foundation provides grants for Student Competition Teams.  
Apply here: [https://webportalapp.com/sp/login/ghf\\_first\\_sae\\_competitions](https://webportalapp.com/sp/login/ghf_first_sae_competitions)

➡ **Important:** Reference *NTMA* and the *National Robotics League* in your application.

2. If your school has CNC machines, you can apply for a Post Secondary Scholarship here: <https://www.ghaasfoundation.org/apply-now>.

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# Proven Fundraising Strategies from Other Teams

## 1. Create a Sponsorship Packet

Show potential supporters:

- Last year's robot designs
- What your team is learning (CAD, machining, wiring, teamwork, problem-solving)
- How their support helps build the local manufacturing workforce

This helps sponsors *see the impact* of investing in your team.

Hand them out to local businesses such as: machine shops, manufacturing companies, engineering firms, tooling & industrial supply companies, suppliers (welding, metalworking & fabrication suppliers), local construction or trades companies, tech & software companies (CAD/3D printing/automation).

Consider these community-focused businesses: banks, credit unions & financial institutions, foundations & charitable organizations that specifically fund: STEM, career & technical education, youth programs, workforce development.

### **Sponsorship Packet Template - Ideas to include in your sponsorship packet.**

- "About the Team / Mission & Vision" — who you are, what you stand for, why robotics / manufacturing education matters.
- Student Impact & Skills Gained — CAD/CAM, machining, teamwork, problem solving, communication, outreach, etc.
- Budget or Expense Overview — approximate cost for materials, competitions, travel, outreach, tools. Helps sponsors understand what their money will be used for.
- Sponsorship / Donation Options — tiers (bronze, silver, gold, platinum or similar), plus in-kind/material giving, mentorship, volunteer time, etc.
- Sponsor Benefits / What Sponsors Get — logo placement (robot, website, banners, shirts), team updates / thank-you letters, social media recognition, invites to demo days or shop tours, outreach exposure, etc.
- Clear Call to Action — how to donate (check, online payment, in-kind), contact info, W-9 / tax-exempt information if applicable.
- Professional, Polished Look — easy-to-read layout, team photos or robot photos, clear headers, branding. Makes a good impression.

### **Sample sponsorship levels with benefits:**

#### Premier Sponsor: \$1,000 or more

Includes – 24” multicolor advertising logo centered on the banner & on the arena skirt, a listing in the event program, maximum size logo on the team T-shirts, maximum size logo on the center of the robots.

#### Platinum Sponsor: \$750 or more

Includes – 18” multicolor advertising logo on the banner & on the arena skirt, a listing in the event program, ½ size logo on the team T-shirts, ½ size logo on the side of the robot.

#### Gold Sponsor: \$500 or more

Includes - 14” multicolor advertising logo on the banner & on the arena skirt, a listing in the event program, 1/3 size logo on the team T-shirts, 1/3 size logo on the back of the robot.

#### Silver Sponsor: \$250 or more

Includes – 10” single color logo on the banner & on the arena skirt, a listing in the event program, ¼ size logo on the team T-shirts.

#### Sponsor: \$150 or more

Includes – 8” single color logo on the banner, logo on the event program.

#### Supporter: \$50 or more

Includes – Name listing on the banner, listing in the event program

#### Friend: \$25 or more

Includes- Name listing in the event program.

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## **2. Build a Simple Team Website**

A website makes your team look professional and gives sponsors a place to learn more.

Include:

- Team photos
  - Past robot designs
  - Sponsorship levels
  - Contact information
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### **3. Form a Student Communications/Fundraising Committee**

Choose a student to lead team communications.

Your committee can:

- Cold-call or email local machine shops
- Send sponsorship packets
- Post updates on social media
- Invite industry partners to visit your shop

Focus on businesses that use CNC machines or support manufacturing — they already understand the value of what you're learning.

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### **4. Create a Booster Club (If Possible)**

A tax-exempt booster club makes it easier for companies to donate because:

- Donations can be tax-deductible
- Businesses can support you through grants or matching-gift programs

This also helps build long-term support for your team.

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### **5. Plan Team Fundraising Events**

Ideas include:

- Spaghetti Dinners with raffles
- Volunteering at events where your hours earn donations
- Hosting mini-competitions or open shop nights

Students can lead the planning and promotion.

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### **6. Request Material Donations**

Many machine shops have leftover aluminum, titanium, or steel they are happy to donate. This can reduce your robot-building costs dramatically.

Tip: Always explain what material you need and how it supports the build.

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## 7. Follow Up With Every Donor

This step is **critical**.

Send:

- Thank-you letters
- Photos of your robot in progress
- Short updates throughout the season
- Links to livestreams for BotsKC or NRL Nationals

Sponsors love being part of the journey — and great updates lead to repeat support.

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# How to Explain the Value to Sponsors

Businesses support robotics teams because:

- Students learn real machining, wiring, CAD, and manufacturing skills
- Teams create future machinists, engineers, and tech workers
- Businesses want to invest in their local workforce pipeline
- Sponsorship shows community involvement
- Teams promote sponsors at the competition and online