

# *Patron Drive* *2020-2021*





# *What is the Patron Drive?*

- Our biggest fundraiser
- Students go to local businesses and ask for them to sponsor the team

# *What is the goal of Patron Drive?*

- We try to raise \$25,000 yearly for the team
- \$15,000 of it comes from Patron Drive
- This is a great opportunity for students to talk to people in our community.
- To help students with public speaking

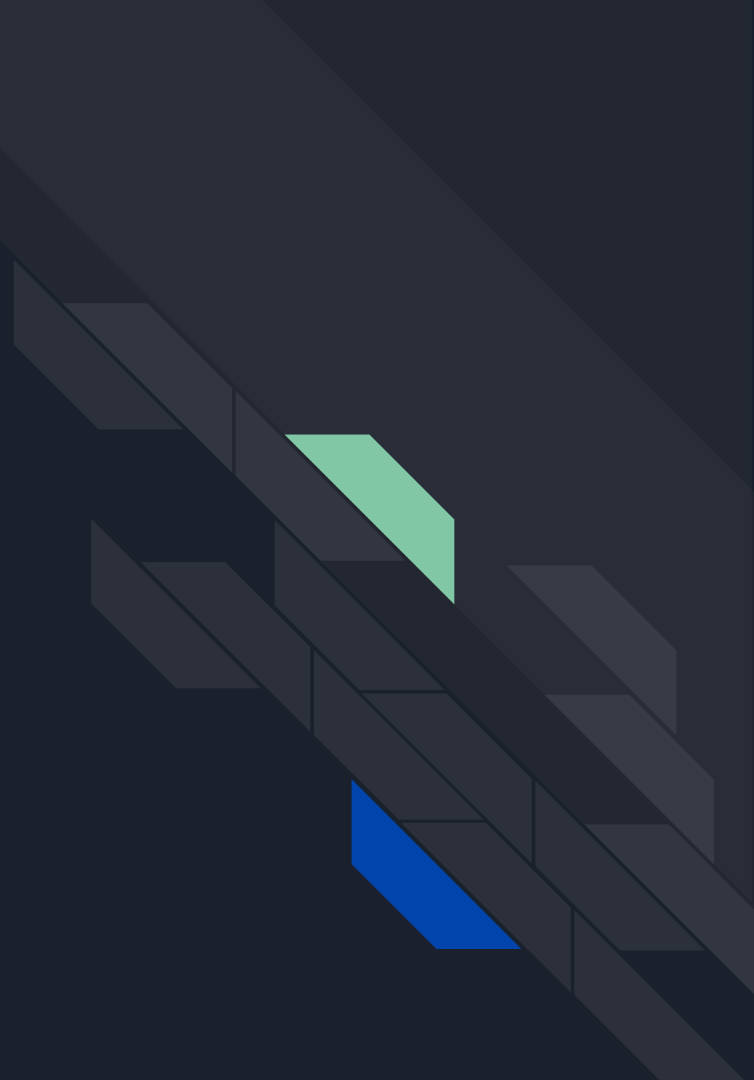




# *Achievements*

- *You can't get more than 50% on your achievements if you don't participate in Patron Drive!!!*
- Returning Students: \$750 or 10 businesses
- New Students: \$500 or 5 businesses

# How It Works





# *Getting Started...*

- Receive your businesses from Mrs. McOmber- pick up in Weisbrod's classroom
  - Don't go to businesses you weren't assigned!
  - If you have an idea of someone else to go to, please ask Mrs. McOmber first- it may be assigned to someone else!
- Figure out when you can visit or meet with your businesses- email or online conference may be best this year if possible
- Have your materials ready and organized
- Returning students have "dibs" on their past patrons- some may have switched slightly



# *Materials*

- Folder including:
  - Student Record Form
    - Use this to track your visits and show to Mrs. McOmber to record for achievements
  - Sponsorship Form
  - Sample script
  - Tax form (some businesses will ask for this)
  - Receipts for you to give to Patrons who donate
  - Grandparent Page form
  - Specifications for ad sizes



# *Speaking to your businesses*

- Start with an introduction
- Tell them you're with Penfield FIRST Robotics
- Talk about FIRST and what we do
- Propose Sponsorship options
- Ask if they have any questions







# *Their Benefit/ Our Benefit*

- \$10-- One line
- \$25--  $\frac{1}{4}$  page ad
- \$50--  $\frac{1}{2}$  page ad
- \$100-- Full page ad
- \$200-- Full page ad & name on t-shirt
- \$500-- Full page ad, name on t-shirt, and on robot
- \$5000-- Team sponsor and are a part of team name  
L3Harris & Penfield High School)



# *What If....*

- They say no?
  - Thank them for their time and hope that we can try again next year!
- DON'T FORGET - You still get credit for going! Mark it down!
- They have to get back to you?
  - Ask for a date/time to come back (you can go back!)

# *Donations vs. Money*

- If they wish to give money, checks should be made payable to Rochester Community Robotics.
- Sometimes they don't want to give money!
- If it is beneficial to the team then accept their offer
  - Certificates, gift cards
  - Food/manufacturing services



# *Family & Friends?*

- They can make donations too!
- If a friend or family donates, they can have their name or business put on the shirt or robot
- Anyone can be considered a patron of the team
- Grandparent Page- \$10 donation





# *Rules:*

- No two students should be sharing a patron!
- If you cannot visit a Patron, inform Mrs. McOmber so someone else can have that patron
- Visit as SOON as possible! All patrons NEED to be visited before kickoff (January)
- Be sure to keep Mrs. McOmber updated with your progress. (Use tracking sheet). You need to visit all patrons to get credit. You need to let Mrs. McOmber know that you have visited them to get credit!

# *What to Bring Back*

- (Check &) Checkoff sheet with everything filled out
- THESE MUST COME TOGETHER
- Unless everything is filled out completely, you will not get credit, and nothing will be accepted!!
- Sponsor logo (if you have it)
- Businesses can mail forms/payment to Mrs. McOmber
- 2020-2021: Delivery of money and forms to Mrs. McOmber needs to be arranged via Slack. Please message to set up a time to drop off!



# *Final Tips*

- Dress up in team gear (SHIRT)
- FIRM HAND-SHAKE! (not in 2020!)
- Thank whoever helped you
- Be enthusiastic, polite & formal
- BE PROFESSIONAL!
- BE GP!
- WEAR A MASK







# *Questions?*

- Need more materials?
- Want more businesses?
- Have questions?
- Ask Mrs. McOmber!!

Now it's your turn to practice!

