

CONVINCE THE SPONSOR!

Many famous businessmen and their companies sponsor or contribute money to different charity organizations in order to maintain their image or to create a new one. Sometimes it can be difficult for a sponsor to make the right choice and choose an appropriate company or organization.

Jack Russell is one of them. He is a successful businessman and well-known car manufacturer whose business goes well.

He would like to sponsor a charity organization to maintain the image of his company but can't make a decision.

In class you have been talking about sponsorship for a charity organization. Why not take part and get sponsorship?

Here's your chance

For a week, you'll have been sitting with your designated group for an hour a day. The teacher will do the grouping (4 groups of four). Each group will choose any charity organization for getting Mr. Russell's sponsorship and will give a company presentation in front of the audience and Mr. Russell himself. It's up to him to decide which company will get sponsorship.

Your TASK is to convince the SPONSOR!

You and three of your friends will:

- Present your charity organization in order to convince the sponsor
- Give a power-point presentation to Mr. Russell the owner of car manufacturing business (your teacher) and the audience (your class)

Please use your time wisely! Work with your group and remember to use all resources available to assist you in your project.

Good luck! I know you'll do this.

Process

Step 1

(From a group of 4 people)

Make your group work as happily and productively as possible.

Use the quest diary after each group session.

Step 2

Everyone has his or her own interests in everything. Before starting your work decide on the roles. Nominate your interests, choosing perhaps the following roles:

Role 1: Financial Manager.

You are an experienced financial manager. You're in charge of financial performance of your charity organization (what its costs are – how much it has to pay for different things that it needs in order to operate).

Your task is to make an annual report and present it to the audience (use charts, graphs, tables to make it more visible).

Role 2: Designer

You're a creative person and you're in charge of designing catalogues, leaflets, company logo (on T-shirts, pens, pencils etc.) for attracting people.

The image must appeal to the audience.

Role 3: Director

Your job is to find sponsors to finance your charity organization. You're in charge of fundraising activities for the charity.

Your task is to present your charity organization to Mr. Russell and convince him and the audience.

Role 4: Secretary

You're in charge of organizing meetings, press-conferences, inviting local press and TV to cover different events and fundraising activities. Your job is to plan director's itinerary for business meetings and business trips to make good use of his time.

Step 3

Now that each person in the group has taken a specific role, you can start to decide on:

- the name of your charity organization (it must attract people);
- the image you want to project;
- the company logo (it must coincide with the sponsor's interests and his business)

Don't forget that your image and logo must be approved by the sponsor!

Think carefully! It's important!

Step 4

Read some additional information. Use all resources available to assist you in your work. These books and websites can be useful:

Available Books:

- New Insights into Business by Graham Tullis and Tonya trappe;
- First Insights into Business by Sue Robbins

Useful Websites:

- http://en.wikipedia.org/wiki/main_page

- <http://charity.lovetoknow.com/charitable-organizations/international-charity-organizations>
- http://www.irs.gov/pub/irs-tege/governance_practices.pdf
- <https://www.englishclub.com/esl-forums/viewtopic.php?t=49664>
- <http://nonprofit.about.com/od/causerelatedmarketing/a/smallcorpsponsor.htm>

Step 5

Based on what you've already learnt about different charity organizations and their work, plan your presentation for the sponsor.

While working on the presentation of your charity organization these questions will help you:

What kind of image does your company want to project?

Does it have a logical link with the sponsor's company?

Will you maintain the image of your sponsor's company or create a new one?

Is your organization unique or one of many similar things on offer?

What kind of media coverage do you offer? (local press, TV etc.)

What are the chances of it being successful?

In the presentation of your charity organization try to use real facts of what you have already done (photos, pictures, graphs, charts, programmes etc.)

You must convince Mr. Russell and the audience!

Step 6

Now work on the presentation of your charity organization.

Present your charity organization for convincing the sponsor with the help of a power-point presentation to support your idea.

For your presentation:

- Include the designed logo and created image;
- Include all the graphs and your budget project;
- Prepare notes for what you want to say during the presentation. This way you can structure your thoughts and include useful vocabulary.

Available Books:

- New Insights into Business by Graham Tullis and Tonya trappe;

- First Insights into Business by Sue Robbins

Useful Websites:

- <http://charity.lovetoknow.com/charitable-organizations/international-charity-organizations>
- http://www.irs.gov/pub/irs-tege/governance_practices.pdf
- <https://www.englishclub.com/esl-forums/viewtopic.php?t=49664>
- <http://nonprofit.about.com/od/causerelatedmarketing/a/smallcorpsponsor.ht>



PRESENTATION EVALUATION

Maximum Points:50

Presenter:

Date:

Charity organisation:

Points:

Evaluating	1 point	2 points	3 points	4 points	5 points
Presentation Structure Introduction; Main Body; Details, Conclusions					
Vocabulary and Grammar Used correct wording and grammar for the topic and audience.					
Content (Information) Relevance to the task					
Flow of thoughts Logical flow of ideas/argument. Clear transition of thought/s: beginning to end.					
Tone Word choice; Clarity, Appropriateness. Rate of speech was not too quick or slow.					
Preparedness Presentation was well rehearsed. Student did not read much, was confident and dressed in business or business casual attire.					
Pace Respect the time limit. Does not go over or finish too early.					
Discussion Clearly answers questions , proves the idea of the group					
Criteria evaluating the presentation and power-point slide show					
Oral Presentation Presentation, fluency, clarity of speech					
Functionality Materials supporting your presentation					