KAC MARKETING TIPS

1. Choose a category of business for fundraising effort.
2. Search the category on the web and make a list of businesses to contact.
3. Go to their website for a contact phone number.
4. “I am with the Kansas Authors Club. We are doing some fundraising for our annual State convention in the fall. Do you have a marketing person I could speak with?” (get the name, make an appointment if possible, or call back to that individual later). “Thank you so much, I appreciate your time.”

When you make contact with the appropriate marketing person, (whether by phone or in person), be sure to mention that the Kansas Authors Club has been active in Kansas continuously since 1904. Our goal is to educate and encourage both authors and publishers in Kansas. We have clubs in nearly every area of the state and this year, our convention will be in Wichita. HAND THEM A BROCHURE. (If you cannot see that person face to face, ask if you can deliver a brochure and form explaining the project to the office.) Email would be a last choice because it’s too easy to say no, but there may be some necessity to email the form AND the brochure.

Give them time to look over the options, or leave it with them for consideration. If they prefer to think it over, call back in a week or so for a decision. Be sure you keep a record of the contact information also, in case Connie needs it to mail the donation receipt. No matter the outcome, always thank the person for their time.