

# Tips for Asking for **NIGHT TO UNITE (N2U) DONATIONS** From Local Businesses



## **GET STARTED:**

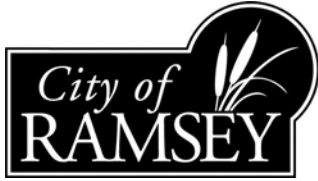
1. When approaching businesses, remember you are giving them an opportunity, not just asking them to help you. They can build a stronger community, support the neighborhood volunteers, and promote their business and products by participating.
2. Ask early. Some businesses are part of a chain and they need to approach their district manager regarding donations. Other businesses will support only a few block events and you want to be one of the first to ask.

## **APPROACHING THE BUSINESS:**

1. Start with a business you think will donate. It may make approaching other businesses easier because you can say others have already donated. Encourage the next business to jump on the bandwagon.
2. Ask them in person and also provide something in writing stating what types of items you would like donated and who they can contact to reply.
3. Ask the person who will make the decision - the store manager rather than a clerk.
4. Tell the person who you are, where you live, what Night to Unite is, the activities that your block has done and why you want their help.
5. Inform the business that you will post a sign at your event stating what they have donated.
6. Beware that some businesses will respond immediately, and others will want to think it over before responding.
7. Don't be discouraged if businesses turn you down. They may get many requests or have specific donation policies.
8. Follow up with the business, if you do not hear back from them within a week.
9. Be flexible - you may ask for food or paper supplies and receive items that can make good prizes for games or door prizes.
10. Thank the business for taking the time to talk with you even if they do not donate.
11. Invite the business to attend the event; leave a flyer with them.

## **FOLLOW UP:**

1. Be sure the sign you post at your event includes names of all the businesses that donated.
2. Have the youth attending the event draw pictures to show what they did. Send the pictures to the business, along with a thank-you note.
3. Be sure to thank the business after Night to Unite (a note of thanks with some snapshots of the event is a nice idea). Let the police department know who donated - so that they can publicly thank the business for supporting N2U efforts and their community.
4. Patronize the business afterwards, so they feel that they did build ties with the community by donating.
5. Let us know of any businesses who have donated to your event by completing the Sponsorship List and the Police Department will also send a thank you!



Dear Area Business:

Night to Unite (formerly known as National Night Out) is Tuesday, August 4, 2015. It is part of the "Neighborhood Crime Watch" program which promotes strong, safe neighborhoods and communities. This is one night which block groups and neighbors lock their doors, turn on their outside lights, and send a message to criminals that they are not wanted in their area.

Many of our neighborhoods have barbecues, ice cream socials, pot lucks, etc. Some of our groups solicit businesses for donations of food, beverages, paper products, door prizes, etc. **If your business would be willing to donate any items for their event, it would be greatly appreciated.**

If you have any questions about this event, or about Neighborhood Crime Watch or Ramsey's Night to Unite in general, please contact Chandra Kreyer, Crime Prevention Specialist in the Ramsey Police Department at (763) 433-9891.

If you need a Federal Tax ID in order to make a donation to a local Night to Unite event in the city of Ramsey, our Tax ID number is: 41-0910467.

Thank you for your time and consideration.

Sincerely,

A handwritten signature in cursive script that reads "Chandra Kreyer".

Chandra Kreyer  
Ramsey Police Department