

Sponsorship,
Business Development,
Relationship Building:

What's the Difference? Why Should You Do All 3?

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Welcome!

Today's webinar has been created for you and only you!

- As a senior leader of an affiliated chapter of AHVRP you attest to:
- Keep information in this educational session confidential
- Will not share, distribute, forward the information outside of your chapter leaders
- Will not present this information as a speaker or presenter outside of your chapter
- Understand AHVRP is owner of this copyright information

Learning objectives:

- Assemble content to showcase who you are as a powerhouse chapter
- Collect credible, reliable data which you can publish and share
- Articulate a standard message to use when building relationships with outside stakeholders
- Maintain a consistent message among AHVRP Affiliated Chapters



Assemble content to showcase who you are as a powerhouse chapter!

- What?
- Why?
- How?
- When?
- Where?
- Because...



Collect credible, reliable data which you can publish and share

- What?
- Why?
- How?
- When?
- Where?
- Because...



Articulate a standard message to use when building relationships with outside stakeholders

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- Why?
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Maintain a consistent message among AHVRP Affiliated Chapters

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- Why?
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How are your potential partners, collaborators?



What is the benefit of building a unified message?

- Consistency
- Protect your brand
- We are all in this together!
- WIN-WIN-WIN for vendor, the chapter and THE MEMBER!



Sponsorship? INVESTMENT?

- Let's practice:
- Hi, I'm Mary the president from the AHVRP Affiliated Chapter here in Alaska and I would like to set up a few minutes with you to discuss how the Alaska Chapter of Volunteer Resource Professionals (ACVRP) and ABC Logo Wear can partner on our strategic plan?



Sponsorship? INVESTMENT?

- INVESTMENT!
- Include you are part of the AHVRP Affiliated Chapters
- Your position in the organization(You are a thought leader, a decision maker)
- Make the call then follow up by an email!



INVESTMENT?

- INVESTMENT of time, short term and long term!
- Include you are part of the AHVRP Affiliated Chapters
- You position in the organization(You are a thought leader, a decision maker)
- Make the call then follow up by email! Start the story!



What is the ASK?

- Money?
- Speaker?
- Content?
- Visibility?
- Industry knowledge?
- All of this? None of this?



Don't be scared and you'll need to:

- Practice, Practice, Practice
- Use SBAR
- Situation
- Background
- Action
- Result



OK-Let's practice now: Grab a pen!

- Practice, Practice, Practice
- Use SBAR
- Situation: Hi, I'm Mary from ACVRP and I would like to discuss a few opportunities with you which would increase your revenue and your presence in hospitals in Alaska.
- Background: ACVRP is connecting with companies which align with the mission, vision and values of ACVRP and who would benefit from supporting education for DVSS and retail managers.
- Action: Can we set up a 20 minute call during where you can learn a little more about ACVRP and we can explore how we can partner on upcoming initiatives?
- Result: You can gain valuable information on how you could advance the professional development of DVSS and retail managers in healthcare today. Are you free tomorrow at 3pm or Monday at 10am?



OK-Now your turn: Write it down!

- Practice, Practice, Practice
- Use SBAR
- Situation:
- Background:
- Action



You must do your homework first and have your artifacts ready!

- Pricing? Vendors speak for free? NEVER!
- Vendors provide in-kind donations? YES!
- Vendors invest in education and networking? YES!
- Exhibitors pay for space? ALWAYS!
- Ad space in your conference brochure, website?

- What is the ASK? What's in it for Joe Vendor or Sally Exhibitor?



Exhibitor Table Tops

- Every exhibitor brings a giveaway worth \$100 or more
- Part of your 50/50 raffle?
- Part of your attendee's conference registration benefit?
- Do you allow vendors to sit with attendees in sessions? Why? Why not?
- Cash and Carry?



What do you give?

- Member emails? Phone#s? NOT!
- Your time??
- Attendee's time??
- Presence and visibility at events?



What do you receive?

- Long lasting relationships?
- Financial reward?
- Credibility in the industry and profession?
- Presence and visibility at events?
- Resources for your chapter!!!!!!



How can AHVRP Help?

- Sponsorship prospectus template?
- Exhibitor prospectus?
- Template for Call for Vendors survey?
- Practice coaching sessions on delivery of message?
- Include your chapter in AHVRP discussions?



What does AHVRP need from you?

- Your goals for business development? Speakers? Content? \$\$\$? Advertising?
- Event dates, locations, projected # of attendees?
- Inclusion of AHVRP logo and link on your Website?
- Names of who you are hoping to secure?
- Names of who you have secured?



We are here to help, collaborate and partner!

- One team-one goal!






Questions
&
Answers




AHVRP
Association for Healthcare
Volunteer Resource Professionals



AHVRP
Association for Healthcare
Volunteer Resource Professionals
A personal membership group of the
American Hospital Association

Thank you!



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