



# FUNDRAISING AND SPONSORSHIP

## MODULE



# WOMEN IN AVIATION INTERNATIONAL (WAI) CHAPTER FUNDRAISING & SPONSORSHIP GUIDELINES

Women in Aviation International (WAI) Chapters play a vital role in fostering community, education, and professional growth. To support their activities, chapters are encouraged to engage in fundraising and sponsorship initiatives. This guide outlines best practices and key considerations to ensure success while aligning with WAI's mission and values.

## 1. Fundraising Guidelines

### 1.1 Types of Fundraising Activities

- **Events:** Host networking mixers, silent auctions, raffles, aviation-themed dinners, or charity runs.
- **Merchandise Sales:** Sell chapter-branded apparel, aviation-themed items, or promotional goods.
- **Fundraiser Sales:** i.e. Krispy Kreme Digital Dozens, Double Good Popcorn, See's Candies, Java Joes, Grounds for Change, Lynch Creek Farm, Flower Power, calendars, greeting cards/stationary, cookie dough, etc.
- **Experience Based Fundraisers:** Restaurant percentage nights, virtual 5K/Fun Run, Trivia or Bingo night.
- **Online and Digital Fundraisers:** Amazon Wishlist, Flip Give, silent auctions
- **Grants & Donations:** Apply for aviation-related grants or accept monetary/in-kind donations.
- **Crowdfunding Campaigns:** Utilize platforms like GoFundMe, Kickstarter, or chapter-specific donation drives.
- **Sponsorship Programs:** Partner with local businesses, aviation companies, and educational institutions.

### 1.2 Legal & Financial Considerations

- Chapters must comply with WAI policies and local fundraising laws.
- All funds raised must be used for chapter-related activities and recorded accurately.
- Chapters cannot engage in gambling or games of chance that violate local laws.
- Transparency in fundraising activities is essential; provide donors and members with financial reports upon request.

### 1.3 Promoting Fundraising Initiatives

- Use social media, newsletters, and chapter meetings to publicize events.
- Engage WAI members, local businesses, and aviation organizations.
- Provide incentives such as recognition on social media, discounts, or branded giveaways for donors.



## 2. Sponsorship Guidelines

### 2.1 Identifying Potential Sponsors

- Look for aviation-related businesses, airlines, aerospace manufacturers, and educational institutions.
- Consider local businesses that support women in STEM, leadership, and professional development.
- Reach out to former sponsors or donors from past events.

### 2.2 Sponsorship Tiers & Benefits

Chapters should offer sponsorship levels with clear benefits. Example:

- **Platinum (\$5,000+):** Featured logo placement, speaking opportunity at events, social media recognition.
- **Gold (\$2,500+):** Logo on promotional materials, website feature, acknowledgment at events.
- **Silver (\$1,000+):** Recognition in newsletters and event programs.
- **Bronze (\$500+):** Name listed on chapter materials and website.

### 2.3 Approaching Sponsors

- Develop a sponsorship package with details about your chapter, mission, and benefits for sponsors.
- Personalize outreach by highlighting alignment between the sponsor's goals and WAI's mission.
- Offer multiple levels of sponsorship opportunities to accommodate various budgets.
- Follow up with potential sponsors and express gratitude for their consideration.

### 2.4 Managing Sponsor Relationships

- Maintain clear communication with sponsors, providing updates on the impact of their support.
- Acknowledge sponsors through social media, newsletters, and at chapter events.
- Provide sponsors with reports or testimonials showcasing how their contributions supported chapter initiatives.
- Foster long-term relationships by engaging with sponsors beyond financial contributions, such as mentorship opportunities.

## 3. Compliance & Ethical Considerations

- Chapters must use the WAI name or logo for fundraising in accordance with the WAI Brand Guide.
- Sponsorships should align with WAI's mission and values; avoid partnerships that could create conflicts of interest.
- Chapters should ensure transparency in financial dealings and provide donors with receipts when required.
- Avoid exclusivity agreements that could limit other sponsorship opportunities.



#### 4. Additional Resources & Support

- [WAI Chapter Handbook](#): Detailed guidance on managing chapter finances.
- [WAI Headquarters Support](#): Contact WAI staff for fundraising and sponsorship approvals.
- [WAI Together App & News Feed](#): Share fundraising events and engage members.
- [Session Outline](#): Finding Sponsors to Support Your WAI Chapter



## FUNDRAISING FOR YOUR WAI CHAPTER: TIPS FOR SUCCESS

Raising money to support your WAI Chapter's initiatives is not only essential for reaching your goals but also a powerful way to connect with community members who share your vision. Here are some strategies to make your Chapter's fundraising efforts successful and impactful:

### 1. Define Clear Goals

Start by defining the specific goals for your fundraising. Identify a dollar amount and a clear purpose—whether it's for a new project, event, or community outreach initiative. Clear objectives help focus your efforts and inspire donors who want to know exactly what their support will achieve.

### 2. Engage Your Community

Fundraising is about building relationships. Reach out to local businesses, community organizations, and individuals. Share your Chapter's story, emphasize the impact of your work, and make it easy for supporters to understand why their involvement matters.

### 3. Harness Social Media

Social media platforms are invaluable for fundraising! Create a campaign page on platforms like Facebook or GoFundMe, and use it to post updates, stories, and event news. Engage your Chapter's followers and encourage them to spread the word within their networks.

### 4. Host Events to Rally Support

Community events can be a dynamic way to fundraise and connect in person. Consider hosting a charity walk, dinner, or silent auction—something interactive and inviting. Promote widely on social media and through local outlets, and encourage attendees to invite friends and family.

### 5. Use Email and Direct Mail

Don't overlook email and traditional mail outreach! Compile a list of potential supporters—start with local businesses and past donors—and send personalized messages to share your goals. Follow up with a call or visit to strengthen connections and discuss potential sponsorships.

### 6. Show Appreciation

A heartfelt thank-you goes a long way. Acknowledge your donors promptly, and keep them updated on the progress their contributions have enabled. Showing genuine appreciation helps build lasting relationships and encourages future support.

### With the Right Approach, Your Chapter Can Thrive

With a thoughtful plan and the right techniques, your Chapter can successfully raise funds and build meaningful connections within your community. Use these tips to plan and execute a successful fundraising campaign, making a lasting, positive impact.

Have questions about raising funds for your Chapter? Reach out to [chapters@wai.org](mailto:chapters@wai.org) for additional guidance.



## WHAT MAKES WOMEN IN AVIATION INTERNATIONAL UNIQUE?

Women in Aviation International (WAI) is the largest global nonprofit organization solely dedicated to increasing women’s participation across all facets of aviation and aerospace. Our focus is on creating a truly inclusive industry that welcomes and supports women at every level—from pilots and engineers to executives and educators.

With a dynamic network of more than 20,000 members in 120 countries, WAI is a diverse, mission- driven community united by a shared love for aviation. Here’s how your donation or sponsorship supports our work:

- **Promoting Inclusivity and Sustainability**  
WAI champions a diverse and inclusive aviation industry, essential for its long-term growth and success. We work to break down barriers and open doors to make aviation a welcoming field for all.
- **Investing in the Workforce**  
Your support allows us to offer scholarships, educational programs, and mentorship opportunities to individuals pursuing or advancing their aviation careers. By empowering today’s professionals, we’re also securing a stronger workforce for the future.
- **Inspiring Future Generations**  
Through outreach initiatives, events, and resources, WAI inspires women and girls to explore and pursue careers in aviation and aerospace, fostering the next generation of leaders and innovators.

By partnering with WAI, you’re not only contributing to immediate educational and professional opportunities but also helping to shape a stronger, more inclusive future for aviation worldwide.

### **Yes, Fundraising Can Be Fun! Here’s Why:**

#### **1. Building Community**

Fundraising events are a fantastic way to bring people together. Whether you’re organizing a 5K walk/run or hosting a dinner, these events foster camaraderie and connection, as people unite to support a meaningful cause. Fundraising doesn’t just raise money; it builds relationships and strengthens community bonds.

#### **2. Unleashing Creativity**

Fundraising offers a platform to get creative! From brainstorming unique ideas to designing eye-catching promotional materials, you can let your imagination run wild. Themed events, engaging social media posts, and inventive challenges make fundraising fresh and fun.

#### **3. Personal Growth**

Fundraising can be a great teacher, offering opportunities to develop valuable skills like public speaking, event planning, and budgeting. Not only can you learn a lot, but stepping out of your comfort zone can boost confidence and lead to lasting personal growth.

#### **4. Making a Positive Impact**

Knowing that you’re helping others is deeply fulfilling. Fundraising is about more than reaching a dollar amount; it’s about making a positive impact in your community. That sense of purpose adds to the joy of giving your time and effort.



## 5. Celebrating Success

Fundraising isn't complete without celebrating the wins—big and small. Reaching a goal or recognizing the dedication of volunteers and donors brings people together and inspires excitement for future efforts.

Fundraising for your WAI Chapter can be an incredibly fun and rewarding journey. By building community, embracing creativity, fostering growth, making a difference, and celebrating success, fundraising becomes a joyful way to support a great cause. So go ahead—embrace the fun in fundraising!

### Donations vs. Sponsorships: What's the Difference?

**Both donations and sponsorships are valuable ways for individuals and organizations to support causes like Women in Aviation International (WAI), yet there are key distinctions between them that WAI Chapter leaders should understand.**

#### Donations

A donation is a gift given by an individual or organization without expectation of something in return—simply to support a cause they care about. Donations can be in the form of cash, goods, services, or even stock, and are usually made to help support WAI's general mission and activities. Donors often receive some form of recognition, such as mention in an annual report or on the organization's website, but these acknowledgments are generally more understated.

#### Sponsorships

A sponsorship, however, is a formal arrangement that typically involves a business as the sponsor. In exchange for financial support, sponsors receive specific benefits, such as public recognition, signage, or advertising opportunities, which help them reach WAI's audience. Unlike donations, sponsorships are generally part of a company's marketing strategy, with benefits outlined in a formal sponsorship agreement.

#### Key Differences

- **Control Over Funds:** Donations are usually given with the understanding that WAI will use them in alignment with its mission. Sponsorships, on the other hand, involve a written agreement detailing the specific benefits a sponsor will receive.
- **Source of Funding:** Donations often come from an individual's or company's charitable budget, community relations fund, or corporate foundation. Sponsorships, however, are usually funded through a company's advertising and marketing budget.
- **Visibility and Recognition:** Donors receive recognition that is often less formal and focused on philanthropy, while sponsors receive tailored visibility based on their contribution level. Sponsor benefits may include logos on event materials, promotional opportunities, or mentions during events, depending on the sponsorship tier.

#### Choosing the Right Fit

Both donations and sponsorships play an important role in supporting WAI's work. Donations reflect a pure desire to support the cause, while sponsorships offer companies an opportunity to align with WAI's mission while achieving specific marketing objectives. By understanding these distinctions, WAI Chapter leaders can better engage with supporters and guide them toward the best fit for their goals and budget.



## Understanding Tax Benefits: Sponsorship vs. Charitable Donation

For businesses considering support for your WAI Chapter, there are potential tax benefits for both sponsorships and charitable donations, but they differ:

- **Sponsorship:** In the U.S., sponsorship payments may be tax-deductible as a business expense. This means that a business can deduct the cost of sponsorship as an “ordinary and necessary” expense, similar to advertising or rent. The deductible portion generally aligns with how directly the sponsorship supports the business’s trade. Excess amounts may not be deductible, so businesses should consult a tax professional for specific guidance.
- **Charitable Donations:** When a business or individual makes a charitable donation, it may qualify as a charitable deduction on their tax return, provided it meets specific requirements. Because WAI Chapters operate as nonprofit organizations, donors often request documents verifying nonprofit status, such as a Letter of Good Standing, which can be obtained from WAI headquarters.

Since tax treatment can vary by jurisdiction and specific circumstances, encourage businesses to consult a tax advisor regarding their contributions.

Note: Always send a personalized thank-you letter to donors and sponsors, expressing appreciation for their support of your Chapter and WAI’s mission.

## Talking Points for Potential Sponsors: Why Support Your Chapter?

Once you’ve secured a meeting with a potential sponsor, focus on highlighting how their support can benefit their business and community standing. Here are key points to convey:

- **Increased Visibility**  
Sponsorship means enhanced visibility. Your logo and brand messaging will feature in event materials, signage, and promotions, positioning your brand prominently in the community.
- **Targeted Audience**  
Sponsorship allows you to reach a highly engaged audience—people who are invested in our mission and likely to connect with your brand.
- **Community Engagement**  
By sponsoring, you demonstrate a commitment to local community growth and positive engagement, building goodwill with community members.
- **Networking Opportunities**  
Sponsorship offers a platform to network with other businesses, community leaders, and attendees, paving the way for new connections and partnerships.
- **Employee Engagement**  
Employees gain meaningful volunteer opportunities, strengthening their ties to the community while developing valuable relationships.
- **Promotion of Products/Services**  
Sponsorship offers opportunities to showcase your products or services. Through interactive booths or demos, your brand can directly engage attendees and generate interest.
- **Recognition**  
Sponsors receive acknowledgment in event materials, on-site signage, and promotional communications, spotlighting your company’s support and commitment to the cause.



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[Your Name]  
[Your Organization Name]  
[Address]  
[City, State ZIP Code]  
[Email Address]

[Date]

Dear [Potential Sponsors],

We are excited to offer you the opportunity to support and participate in Girls in Aviation Day, a unique and inspiring event dedicated to promoting and supporting women in aviation. This event is organized by Women in Aviation International Chapters all over the world, each reflecting the uniqueness of their individual communities.

As a sponsor of our Chapter's local Girls in Aviation Day, you will have the opportunity to reach a highly engaged audience of young girls and women who are passionate about aviation, as well as the business leaders, educators, and community members who are committed to supporting their success.

Here are just a few of the many benefits of sponsoring Girls in Aviation Day:

1. Increase your brand visibility: Your company's logo and brand messaging will be prominently featured in event materials, on-site signage, and promotional communications.
2. Engage with our attendees: You will have the opportunity to engage directly with attendees through interactive workshops, hands-on activities, and other opportunities to showcase your company's products and services.
3. Support diversity and inclusion: Your support for Girls in Aviation Day demonstrates your commitment to promoting diversity and inclusion in our community and to inspiring the next generation of women in aviation and aerospace.
4. Build relationships: You will have the opportunity to network with other businesses, educators, and community leaders who share your commitment to supporting women in aviation.
5. Invest in the future: By supporting Girls in Aviation Day, you are investing in the future of our community and helping to inspire and support the next generation of female aviators.

We offer several sponsorship opportunities, ranging from [\$500 to \$5,000], and we would be happy to work with you to develop a package that meets your specific needs and goals.

We believe that Girls in Aviation Day is a unique and exciting opportunity to encourage and inspire girls to consider entering the exciting world of aviation and aerospace. We would be honored to have you join us as a sponsor and participate in this important event.

Thank you for your time and consideration. We look forward to working with you to make Girls in Aviation Day a success.

Sincerely, [Your Name] [Your Chapter's Name]



## SPONSORSHIP OPPORTUNITIES FOR GIRLS IN AVIATION DAY

**Sample:** Copy can be inserted into your own Chapter's handout design

[Name of Women in Aviation Chapter]

Join us in empowering the next generation of women in aviation and make a difference in your community. As a sponsor of Girls in Aviation Day, your organization will play a vital role in inspiring and educating young girls about the exciting opportunities in the aviation industry.

With three levels of sponsorship to choose from (\$250, \$500, and \$1000), we offer a range of benefits that allow you to get involved at the level that makes the most sense for your organization.

### **\$250 Level: Community Supporter**

- Recognition in Girls in Aviation Day event materials, including flyers and social media posts
- Listing on our Chapter's Girls in Aviation Day Facebook page as a Community Supporter

### **\$500 Level: Bronze Sponsor**

All benefits of the Community Supporter level, plus:

- Logo placement on Girls in Aviation Day event materials
- Two tickets to Girls in Aviation Day event

### **\$1000 Level: Silver Sponsor**

All benefits of the Bronze level, plus:

- Company table at Girls in Aviation Day event
- Opportunity to provide materials in event goodie bags
- Recognition in event press release
- Four tickets to Girls in Aviation Day event

By becoming a sponsor of Girls in Aviation Day, you'll help us inspire the next generation of women in aviation and show your commitment to diversity and inclusion in the aviation industry.

Thank you for your consideration and support. We look forward to working with you to make Girls in Aviation Day a success.

For more information on sponsorship opportunities, please contact [Name and Contact Information]

## SAMPLE LETTER OF THANKS FOR SPONSORS

[Your Name and Title]

[Date]

[Your Women in Aviation Chapter Name] [Address]

[City, State Zip Code]

[Business Name] [Ad-  
dress]

[City, State Zip Code]

Dear [Business Contact Name],

On behalf of [Your Women in Aviation Chapter Name], I wanted to take a moment to express my deep appreciation for your generous support of our Girls in Aviation Day event. Your sponsorship at the [\$250/ \$500/ \$1000] level has been a tremendous help in ensuring that this year's event was a success.

Girls in Aviation Day is a unique way to encourage young girls to learn more about the exciting opportunities in the aviation industry and to be inspired by female role models in the field. With your support, we can make a real difference in the lives of these young girls and encourage them to pursue careers in aviation.

Your generosity will have a lasting impact on the girls who attend Girls in Aviation Day, and we are grateful for your commitment to our mission. In exchange for your generous support, your company's name was prominently displayed at the event and recognized in all event materials, ensuring maximum visibility and exposure for your business.

[Be sure to include copies or photos of your sponsor's visibility at the event]

Thank you again for your support of Girls in Aviation Day and [Your Women in Aviation Chapter Name]. We look forward to working with you in the future to make a positive impact in our community.

Sincerely,

[Your Name and Signature]

[Your Women in Aviation Chapter Name] [Address]

[City, State Zip Code] [Phone  
Number]

[Email Address]



## SAMPLE THANK-YOU LETTER FOR CHARITABLE DONORS

[Your Name and Title]

[Date]

[Women in Aviation International Chapter Name]

[Address]

[City, State Zip Code]

[Donor Name]

[Address]

[City, State Zip Code]

Dear [Donor Name],

On behalf of Women in Aviation International [Chapter Name], I wanted to extend my sincerest thanks for your generous donation of [\$ amount]. Your support is greatly appreciated and will go a long way in helping us achieve our mission of increasing the number of women who are involved in all aspects of aviation and aerospace.

Women in Aviation International provides opportunities and resources for women in the aviation industry. Your donation will allow us to continue offering programs and events that encourage girls and women to pursue careers in aviation, as well as provide support and mentorship for those already in the field.

Your generosity is truly making a difference in the lives of women in aviation, and we are grateful for your support. We believe that through the collective efforts of individuals like you, we can continue to make a positive impact in the industry.

Thank you again for your generosity. Your investment in Women in Aviation International will have a lasting impact on the future of women in aviation.

Sincerely,

[Your Name and Signature]

[Women in Aviation International Chapter Name]

[Address]

[City, State Zip Code] [

Phone Number]

[Email Address]

Your contribution may be tax-deductible to the fullest extent allowed by law. Please consult with your tax advisor for more information. This letter serves as acknowledgement of your contribution of (insert amount of cash donation) on [Date]. No goods or services were provided in exchange for this contribution. [Name of Your Chapter] is an exempt organization as described in Section 501(c)(3) of the Internal Revenue Code; EIN [##].



## FUNDRAISING YOUR CHAPTER ACTIVITIES

Many Chapters rely on sponsors to help with funding their operational costs, events, and scholarships. Many local businesses have a budget for marketing and community outreach. We suggest reaching out to companies that your members work for and organizations with which they are involved.

**New Funding Policy—Direct Deposits:** Please note that effective January 1, 2025, Chapters must ensure all sponsorship funds go directly to their bank accounts—WAI will no longer handle “pass-through” donations.

### 1. Identifying and Engaging Sponsors

- **Potential Sponsors:** Reach out to local businesses, members’ employers, and organizations with an interest in community outreach and aviation.
- **Resources:** Access sample sponsorship letters and flyers on the WAI Chapter Resource page.
- **Training:** Attend the Chapter Sponsorship Workshop at the WAI conference for insights into successful sponsorship strategies.

### 2. Meeting and Securing Sponsorships

- **Personal Approach:** Schedule face-to-face meetings to discuss Chapter goals and how a partnership can benefit the sponsor.
- **Follow-Up:** If a decision is pending, follow up with an email two weeks after your meeting. Once confirmed, issue an invoice promptly.

### 3. Payment Methods

- **Digital Invoices:** Use Square or PayPal for faster invoicing and follow-up options (note that fees may apply).
- **In-Kind Sponsorships:** Consider accepting donated items or services like event spaces, supplies, or raffle prizes in addition to cash sponsorships.

### 4. Encouraging Chapter-Wide Participation

- **Leverage Member Networks:** While the fundraising committee leads efforts, encourage all members to share contacts and make introductions.

### 5. Building and Maintaining Sponsor Relationships

- **Express Gratitude:** Send handwritten thank-you notes with event photos, and consider a group-signed card from participants (e.g., Girls in Aviation Day).
- **Memorable Keepsakes:** When possible, give sponsors framed photos from events to keep your Chapter top of mind.

### 6. Documentation and Continuity

- **Succession Planning:** Document successful sponsors and effective methods to pass on to future Chapter leaders.
- **Receipts and Records:** Promptly issue thank-you letters and receipts for each sponsor’s records upon receipt of funds.