

Executing a Vendor Campaign as a VIPink Ambassador

Vendor campaigns are an incredibly impactful way to increase your fundraising while giving the businesses you support the opportunity to support you!

Step 1: Obtain Approval for a Vendor Campaign

- If needed, speak to company leadership about their willingness to partner with you by allowing you to reach out to the company's vendors to ask for their support of your fundraising campaign.

Step 2: Determine Vendor Expert(s)

- Identify individual(s) managing vendor relationships in your company and ask for their assistance with your campaign. The person who does the majority of purchasing within your company is a great candidate.

Step 3: Planning Meeting with Vendor Expert

- Pull a purchase order report, sorted by the amount spent annually with each vendor.
- Calculate what 1-5% of your spending with the vendor represents.
- Round up to the most logical dollar amount to ask for from each vendor.
- Consider offering your vendors special benefits for supporting your fundraising at different donation levels.
- Use the total ask amounts to set your vendor campaign goal.

Step 4: The Ask Email/Letter

- Use personalization including your vendor campaign goal and why your company has chosen to support your Susan G. Komen® fundraising efforts.
- Indicate the specific dollar amount being asked for in each vendor letter.
- Indicate a follow-up call is coming within the week.

Step 5: The Follow-Up Email/Call

- Call or email each vendor one week after the letter/original email has been sent.
- Schedule reoccurring blocks of time each week to call vendors.

- State the reason for your call and refer to the specific ask amount.
- Tell vendors you are striving for 100% participation from each of your vendors.
- Keep track of who you have called and when.
- Keep following up until you get a yes!

Step 6: The Thank You!

- Thank you notes should be handwritten and sent to the vendor as soon as you have their commitment!
 - The note should include:
 - The amount committed.
 - Something nice about their work with your company.
 - The impact their support has on Komen's mission.

Remember, your Komen staff partner is here to help from start to finish! From providing templates for emails and letters to helping you plan out your vendor goals – we are here to ensure you have a successful vendor campaign.