Sebastopol Sea Serpents

Parent Volunteer Sponsorship Instructions

2026–2027 Swim Year | Parent outreach quick guide

Your role is to introduce SSS to local businesses, share the current sponsorship flyer, and report responses. Maggie assigns businesses; SSS administration handles payments and advertising.

BEFORE YOU CONTACT A BUSINESS

- Get your assigned businesses from Maggie and check the shared tracker. Do not approach a current sponsor or a business assigned to another volunteer.
- Choose the Previous Sponsor or New Business letter using the links in "1. Start Here – Volunteer Resources." Make your own copy and personalize the business, contact, date, and introduction.
- When contacting a former supporter, thank them for past help; do not suggest they failed to renew. Bring one clean letter and the current sponsorship flyer with its PayPal QR code.

AT THE BUSINESS

Politely ask for the owner or manager, briefly explain your connection to SSS, and offer the letter and flyer. Give them time to consider the invitation—no pressure.

> *"My family is part of the Sebastopol Sea Serpents. We are inviting local businesses to support youth swimming. Annual sponsorships start at $500 and include recognition at Ives Pool, online, on our team shirt, and in meet programs. May I leave you the information?"*

AFTER YOUR VISIT

- Record the contact date, response, and next step in Maggie's shared Google Sheet. Follow up once after 10–14 days if there is no response, and respect a decline.
- If interested, refer the business to the PayPal link on the flyer or the SSS contact form for check-payment questions. Notify Maggie of commitments and special requests.
- SSS administration confirms payments and handles logos, pool banners, team-shirt artwork, meet ads, receipts, and sponsor recognition—not parent volunteers.

IMPORTANT REMINDERS

Do not collect payment-card details, guarantee tax deductions, or promise custom advertising or a specific Block Party date. Refer in-kind offers to SSS; grants are handled separately.

Sponsorship year: September 1–August 31. Pool banners remain for 12 months after installation; team-shirt recognition depends on production deadlines.

Questions or assignments: Maggie Fleming Luce | maggietfleming@gmail.com