



2021

Dear Merchant:

The below listed person is the coordinator/host for this year's Night to Unite in their neighborhood. Please consider supporting this coordinator/ host in their effort to strengthen their Spring Lake Park neighborhood.

Night to Unite (NTU) is the largest and most visible crime prevention and community building effort in the City of Spring Lake Park. We respectfully ask that you consider a donation for this year's efforts. Your support will ensure that Spring Lake Park continues to serve as a Night to Unite model of success involving citizens in every corner of the city.

If you choose to make a contribution, please send the donation directly to the person making the request.

Name of Person Making Request: _____

Address: _____

Phone Number: _____

Sincerely,

Sgt. Josh Antoine
Spring Lake Park Police Department
0-763-792-7223

TIPS FOR ASKING FOR A DONATION FOR NATIONAL NIGHT OUT 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 club events and you want to be one of the first to ask!

APPROACHING THE BUSINESS

- 3 Start with a business you think will donate. It make approaching other businesses easier because you can say others have already donated. Encourage the next business to jump on the bandwagon.
4. Ask them in person and also provide something in writing stating what types of things you would like donated and who they can contact to reply.
5. Ask the person who will make the decision – the store manager rather than a clerk.
6. Tell the person who you are, where you live, what National Night Out is, the activities that your block has done, and why you want their help.
7. Inform the business that you will put up a sign at your event stating what they donated.
8. Beware that some businesses will respond immediately, and others will want to think it over before responding.

9. Don't be discouraged if businesses turn you down. They may get many requests or have specific donation policies.

10. Follow up with the business, if you do not hear back from them within a week.

11. Be flexible – you may ask for food or paper supplies and receive items that can make good prizes for games or door prizes.

12. Thank the business for taking the time to talk with you even if they do not donate.

13. Invite the business to attend the event; leave a flyer with them.

14. Make sure they item (s) they donate are sent to your home and NOT to the police department.

FOLLOW UP

14. Be sure the sign you post at your event includes names of all the businesses that donated.

15. Have the youth attend the event draw pictures to show what they did and then send the pictures to the business.

16. Thank the business after the event.

Working To Keep Our Community United Against Crime!