



## **Starlight Children's Foundation**

### Using Experience to Light the Way

For more than 25 years, Starlight Children's Foundation has been dedicated to improving the quality of life for children with chronic and life-threatening illnesses and life-altering injuries by providing entertainment, education and family activities that help them cope with the pain, fear and isolation of prolonged illness.

No stranger to cause marketing, Starlight Children's Foundation was already enjoying the brand awareness and incremental fundraising that comes with successful cause marketing relationships. But in an effort to provide training as the organization readied itself to conduct more proactive corporate outreach, the Foundation turned to Caliber to conduct extensive sales training.

Customizing sessions to the specific and varying level of staff competencies, Caliber created both an intimate and interactive setting where staff was coached on prospecting, research, sales tool development, sales tips, mock pitches, stewardship and multi-year partnership negotiation.

Highlighted by a successful balance of both listening and doing, the one-day session surpassed its training goals by delving deeper to help the staff identify core competencies within each other and reinforcing an integrated team strategy.