

BUILDING BETTER CORPORATE PARTNERSHIPS

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10:30 a.m. – 12:00 p.m.**

Presenters:

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20 Ideas for Cultivating your Corporate Donors

1. Communicate with your corporate donors on a regular basis.
 - Keep them updated on your program, your event and/or your organization *at least every quarter*. Strive for monthly contact with your top ten donors.
 - Update your sponsor, but also take time to ask questions and listen. Write down what they say. These are clues about what is important to them.

2. Ask for their feedback
 - Informal = phone call
 - Formal = survey for opinions on event or program sponsorship

3. Engage as volunteers
 - Invite corporate representative to serve on a committee
 - Provide them with a list of volunteer opportunities they can share with all employees
 - Develop a corporate advisory board or committee
 - Short term/ad hoc opportunities are great
 - Offer to go to their company and present “lunch and learn” on how employees can get involved with your organization

4. Invite to other events and gatherings throughout the year
 - Not just typical events and banquets
 - Invite to smaller events such as parent nights, graduations, volunteer get-togethers, meetings

5. Take them out for coffee
 - To learn more about them
 - To thank them
 - So they can get to know your organization better

6. Invite them to lunch with your Executive Director or CEO

7. Nominate your top corporate donors for community awards

- 8. Provide a formal report (scrapbook, summary of benefits) after the event or program. Include any recognition given throughout the year. Ask to meet with them and review in person.**
- 9. Send business referrals or leads their way, if appropriate (you should know their business, customers, audiences).**
- 10. Keep them in the loop on all sponsor recognition. Get each item approved in advance. Always confirm how they want to be listed on recognition materials.**
- 11. Write articles about them for your newsletter and any other communication materials (internal and external).**
- 12. Feature profiles of top sponsors on your website.**
- 13. Send out press releases about the donation or partnership.**
- 14. Offer check presentations at staff meetings, board meetings, or other internal/external gatherings.**
- 15. Introduce your corporate donors to each other. Provide networking opportunities.**
- 16. Mix up your communication tools (mail, phone, email, in person).**
- 17. Send articles of interest with post-it notes.**
- 18. Provide unique benefits (behind-the-scenes, admission tickets, meet with top program/creative people).**
- 19. Give them a recognition item to display in their office or lobby.**
- 20. Be open to new ideas to cultivate and strengthen the relationship with your corporate donor.**

RESOURCES

Web Sites

IEG Sponsorship
www.sponsorship.com

The Cause Marketing Forum
www.causemarketingforum.com
Helping businesses and nonprofits succeed together with practical information, connections and recognition
(check out Cause Marketing 101 section: resources and definitions)

Independent Sector
www.independentsector.org/mission_market/index.html
The Resource Center for Effective Corporate-Nonprofit Partnerships

The Sponsorship Network
www.sponsorshipnetwork.com
Consulting firm
Sponsorship Plus – Insider Trends and Strategies
Sponsorship Manuals and Workshops

Hoovers
www.hoovers.com

Publications and E-newsletters

The Portland Business Journal

- Weekly publication
- Annual Book of Lists
- Daily e-newsletter

Oregon Business Magazine

Portland Business Alliance e-newsletter

The Oregonian business news section

Books

“Successful Corporate Fundraising – Effective Strategies for Today’s Nonprofits,” K. Scott Shelton, Wiley Nonprofit Series

“Event Sponsorship,” Bruce E. Skinner, CFE, Vladimir Rukavina, CFE, John Wiley & Sons, Inc.

“Why Bad Presentations Happen to Good Causes,” Andy Goodman & Cause Communications (www.agoodmanonline.com)

Webinars

IEG Webinar Series
www.sponsorship.com/webinars