

BUILDING BETTER CORPORATE PARTNERSHIPS

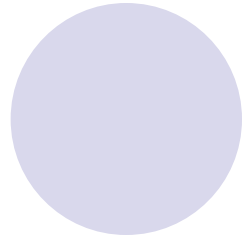
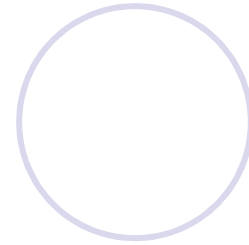
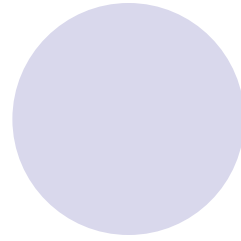
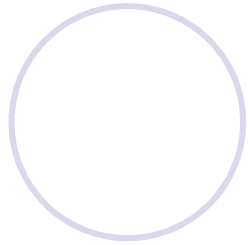
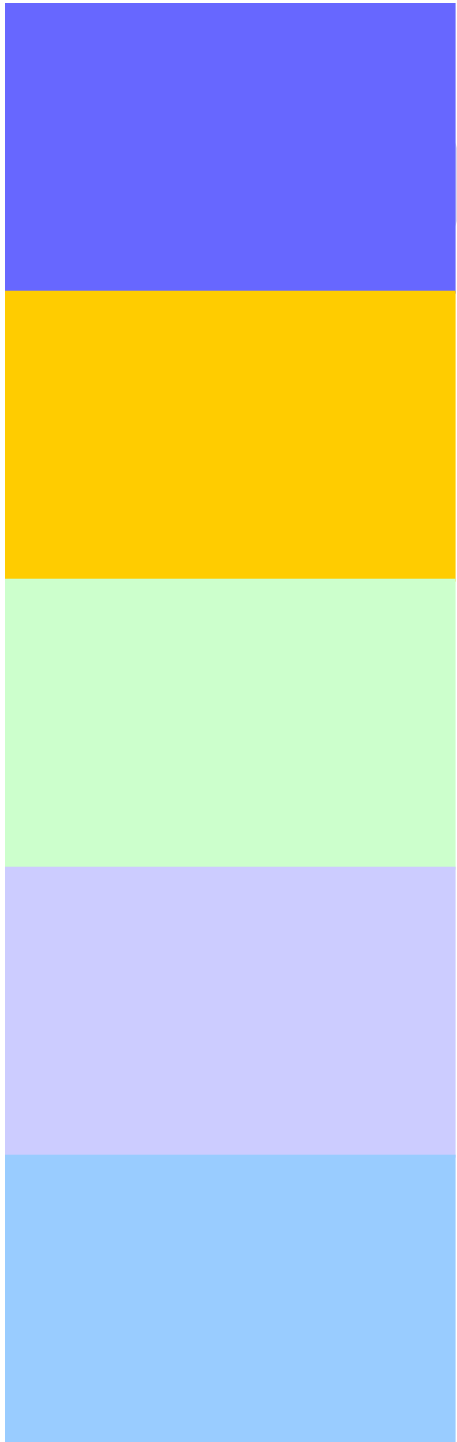
WVDO Third Thursday
July 16, 2009
3:30 p.m. – 5:00 p.m.



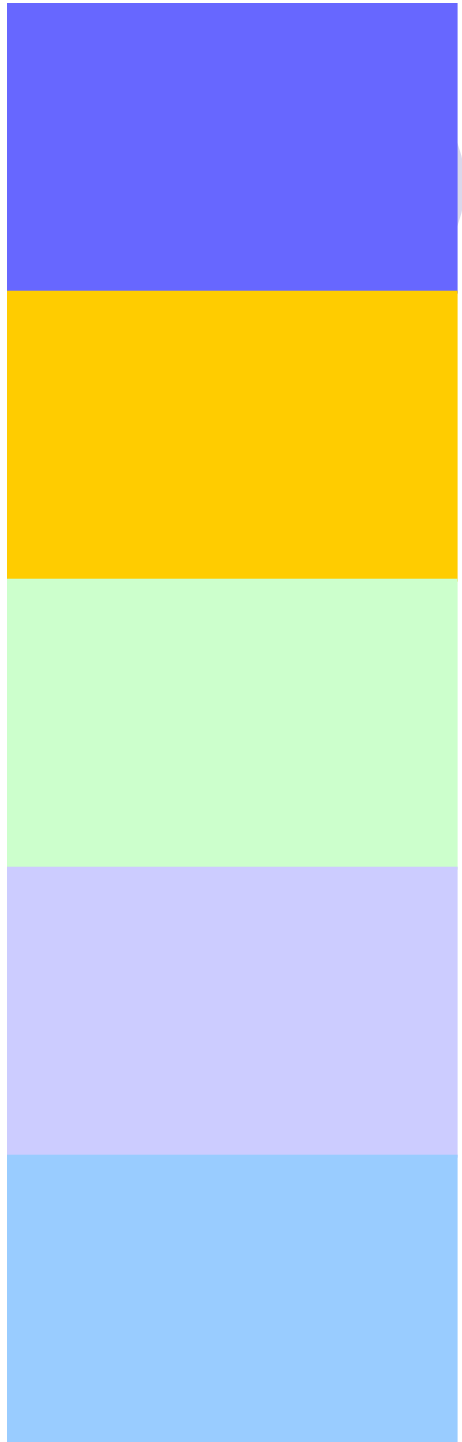
Breakout Session Goals

This session will help you to:

- Gain general understanding of the different types of corporate/nonprofit partnerships
- Understand how to find a match for your nonprofit and how to make a good first impression
- Develop techniques for taking a corporate prospect through the development process



Exercises

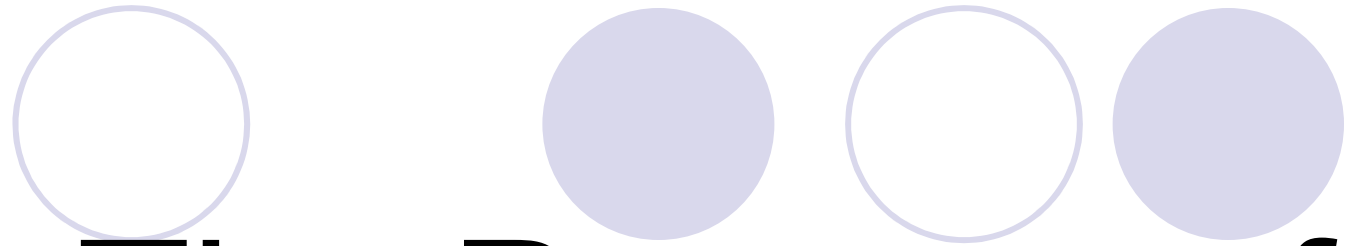
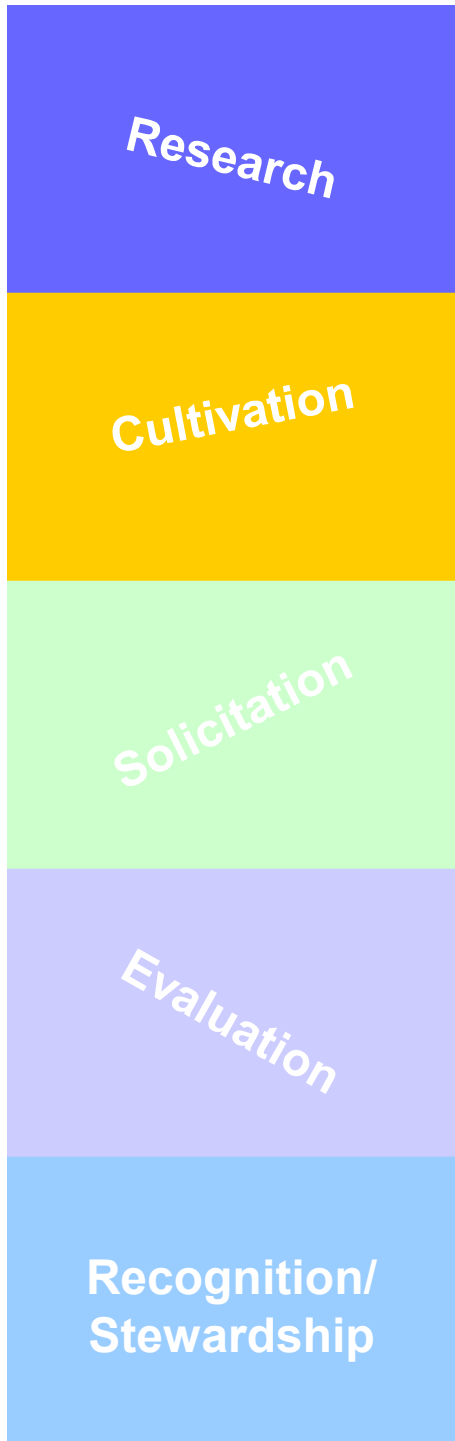


Definitions of Corporate Support

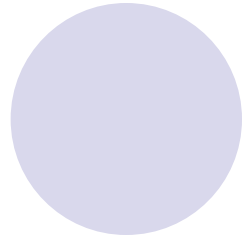
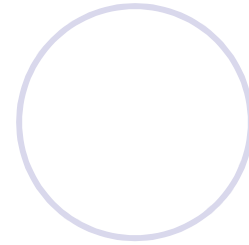
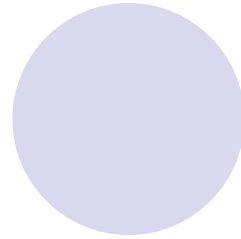
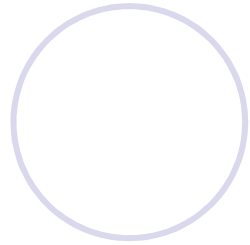


Definitions of Corporate Support

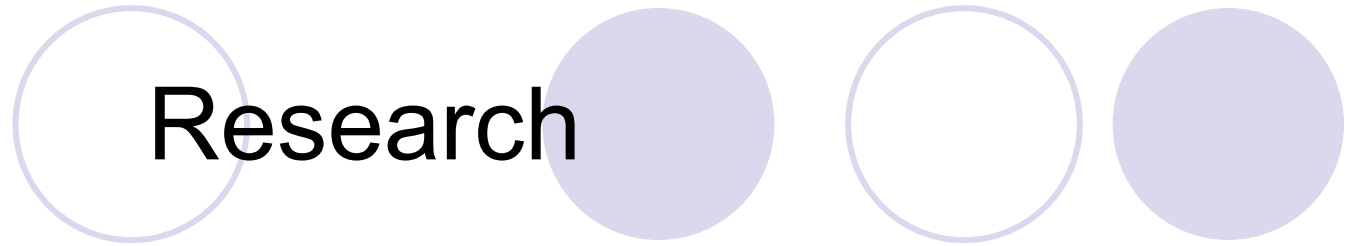
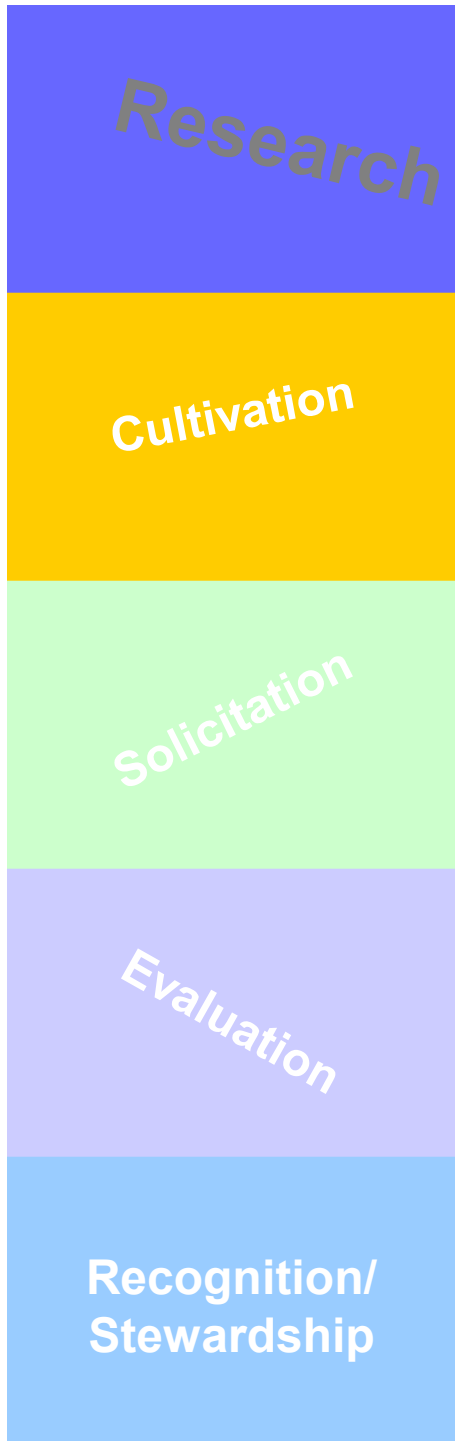
- Corporate Philanthropy
- Sponsorship
- Capital Gifts
- Cause-Marketing
- In-Kind Support
- Employee Giving



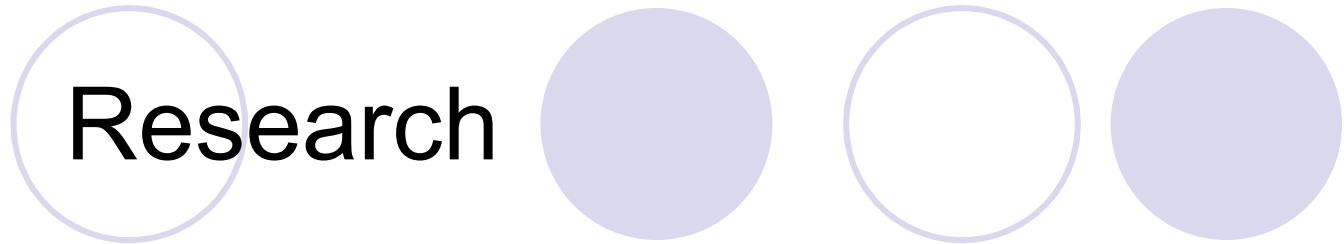
The Process of Securing and Retaining Corporate Gifts



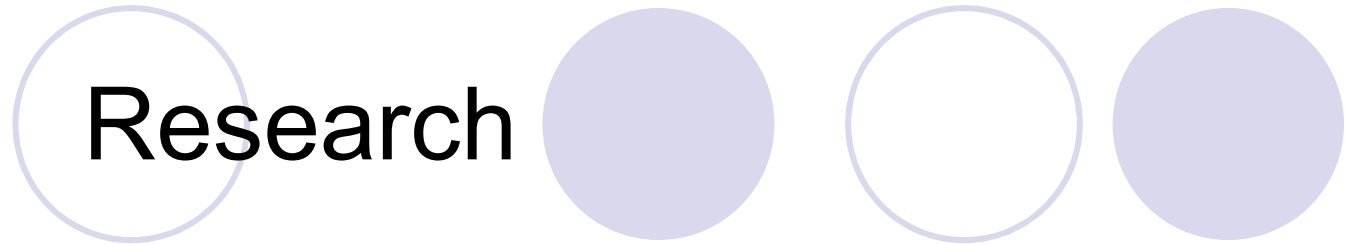
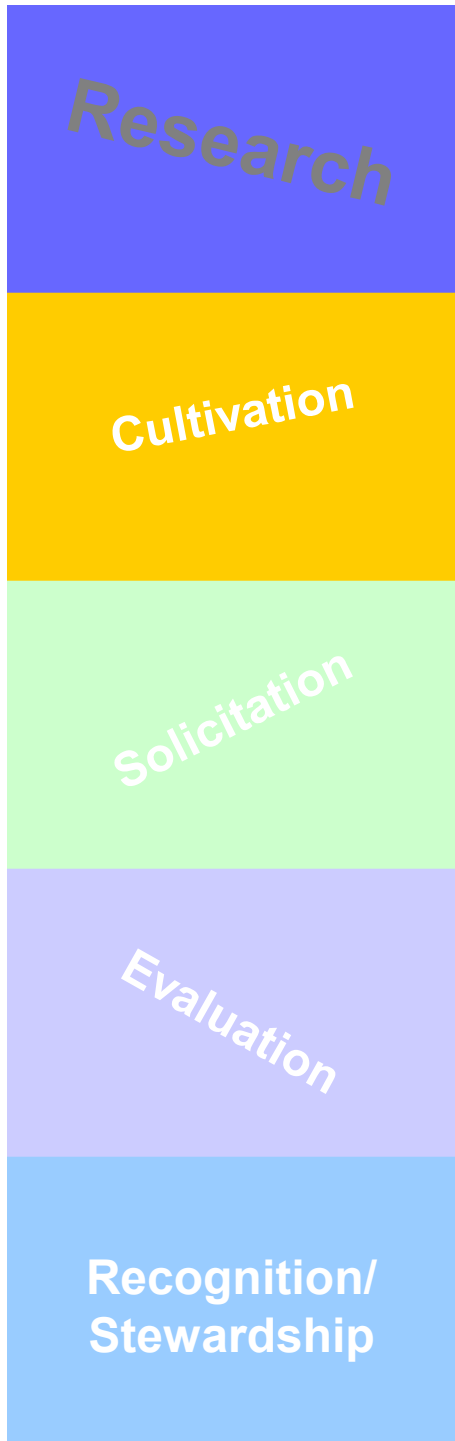
Research



- List of resources
 - Web
 - News
 - Volunteers
- Attending local business events
 - Networking, networking, networking
- Building a pipeline of prospects

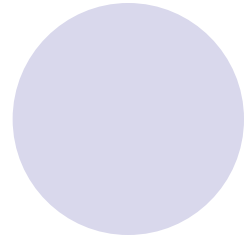
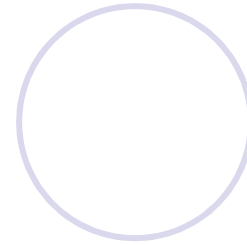
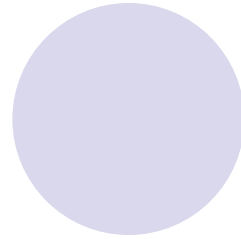
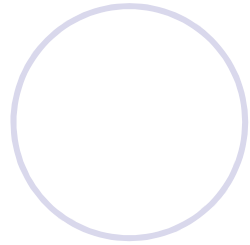


<i>Funding entity:</i>	<i>Number of entry doors:</i>	<i>Available option if door closes:</i>
Individuals	One	No option
Foundations	One	No option
Corporations	Many	Move to next door

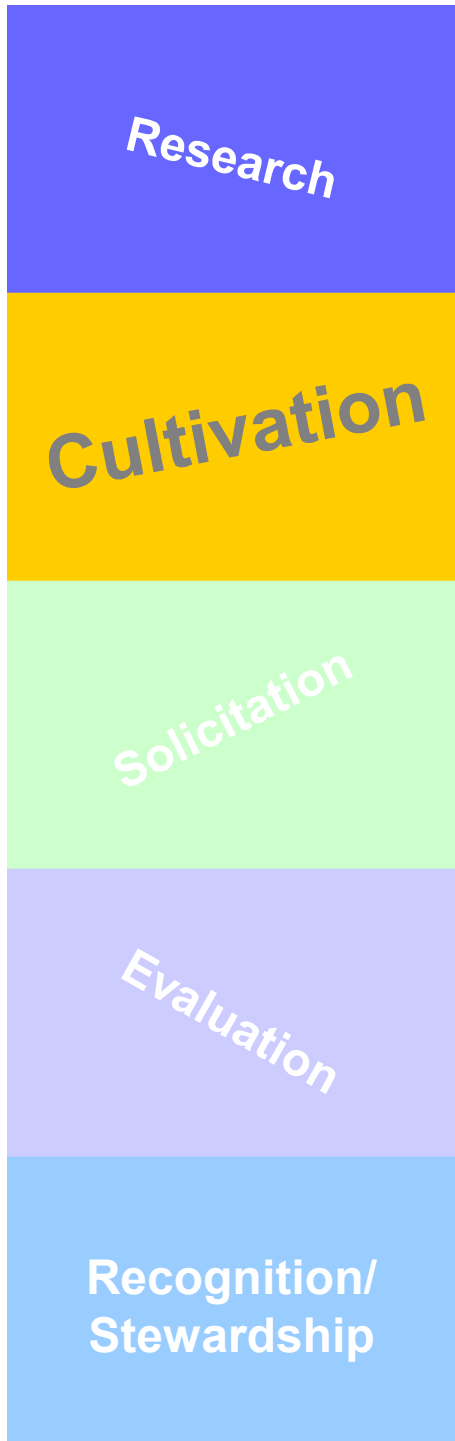


Most Likely Decision Makers include:

- Corporate Foundation Officer
- Corporate Giving Department
- Employee Contributions Department
- Marketing/PR Departments
- President/CEO
- Board Connections



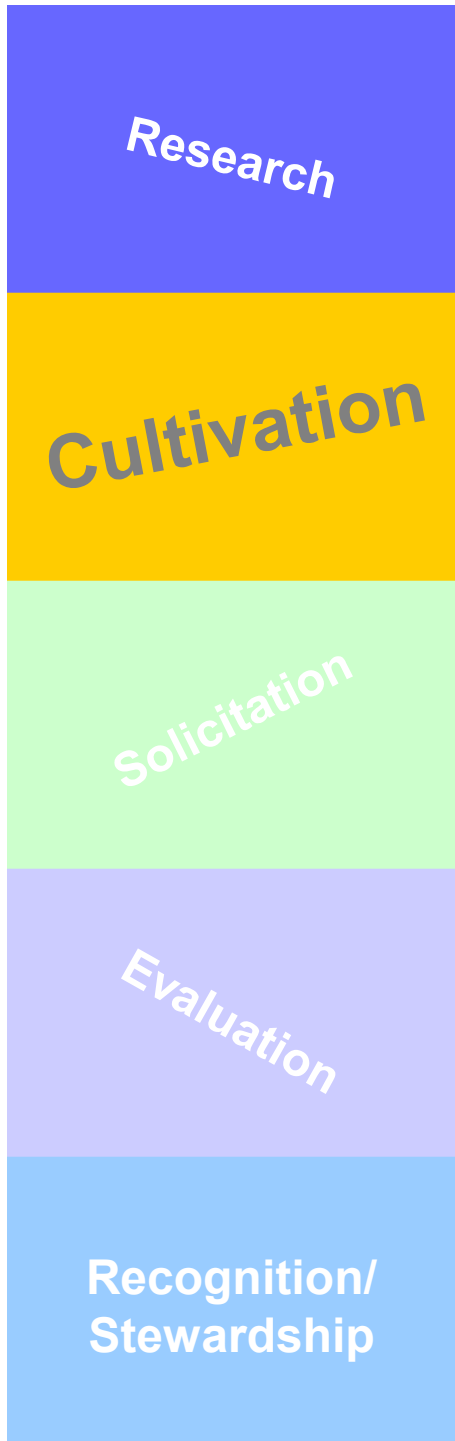
Cultivation



Cultivation

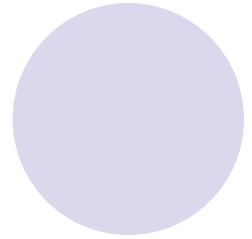
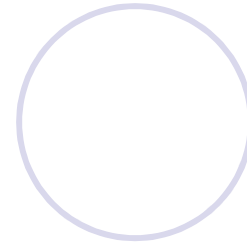
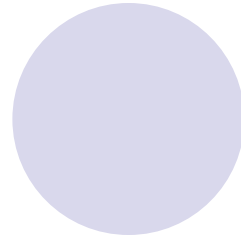
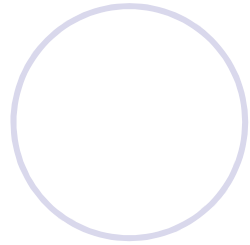
TIP: Cultivation is an on-going, year round process with your current donors.

- “20 Ideas for Cultivating your Corporate Donors”



Cultivation – New Prospects

- Blank Sheet Approach
- Sample Questions
 - Focus/filter
 - Existing partnerships
 - New products
 - Target audience
 - Volunteer involvement
 - Timeline/fiscal year



Solicitation



Solicitation

- Specialized Proposals
- Hand delivered
- Flexible
- Simple contracts
- Present to the right people



Solicitation

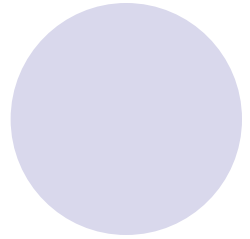
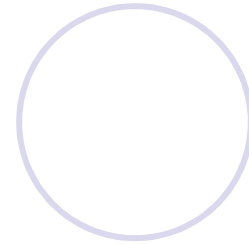
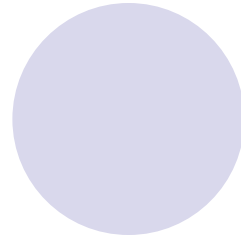
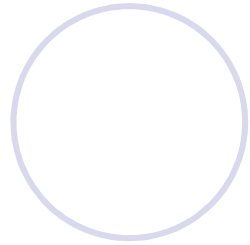
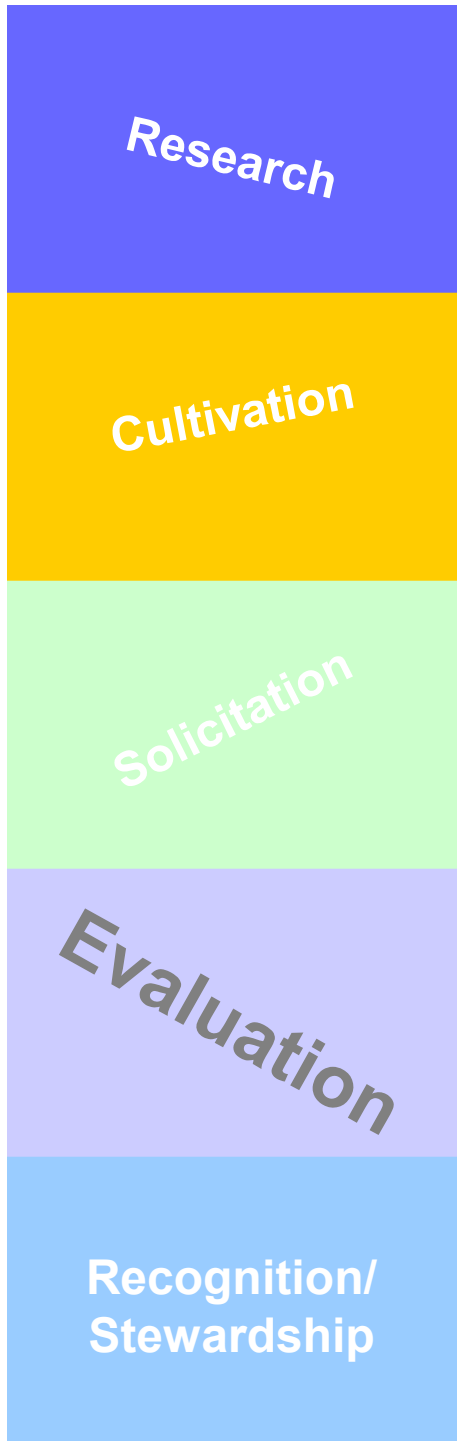
TIP: You should have a variety of communication and solicitation materials.

- One paragraph description of the program or event
- One page fact sheet with information about program, audience, benefits to the company
- Multi-page proposal (but still no more than 3-5 pages)
- Cover letter / letter of request
- Response form – When to have one? When NOT to have one?

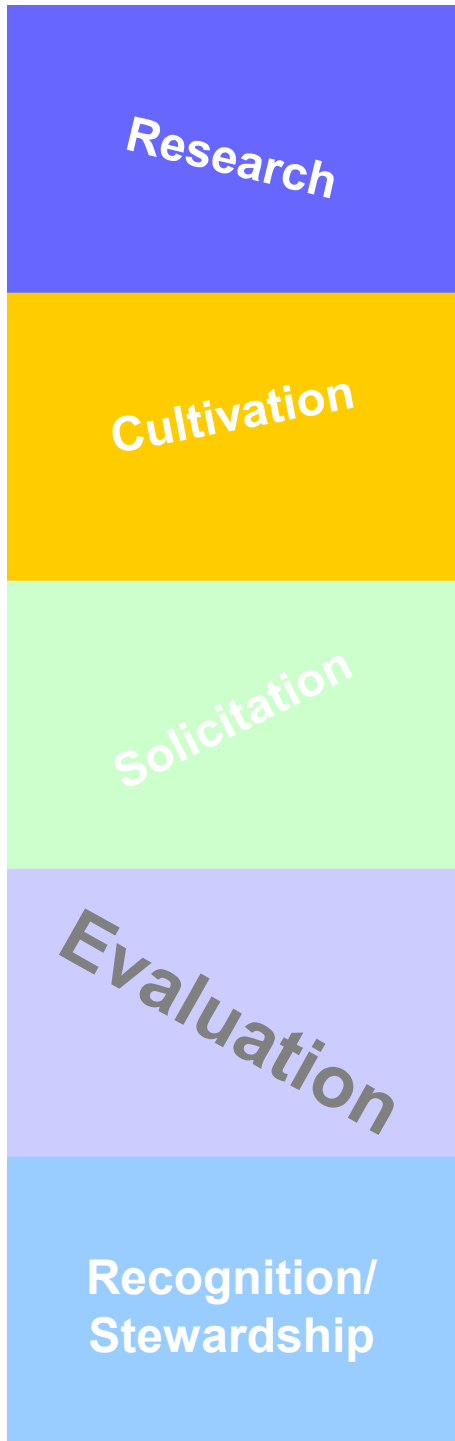


Solicitation

- Key elements to include on solicitation materials:
 - Compelling description of the event or program
 - Statement about how this partnership will benefit the company
 - Avoid dire comments about your organization's needs
 - Demographics of audience, guests, participants, service recipients
 - Benefits to the company, in as much detail as possible
 - Contribution/sponsorship dollar figure

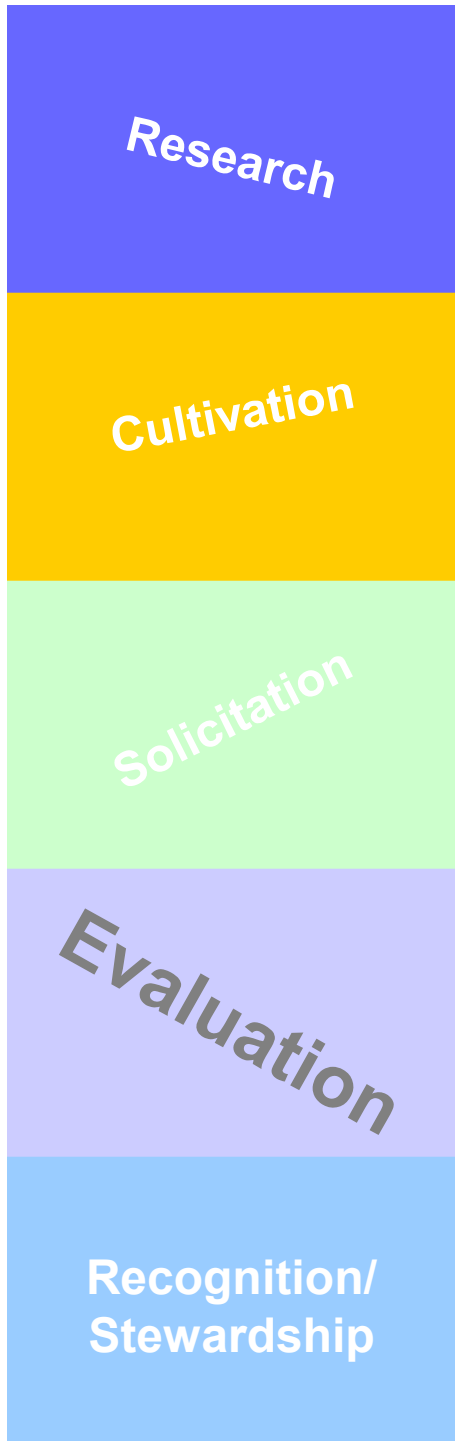


Evaluation



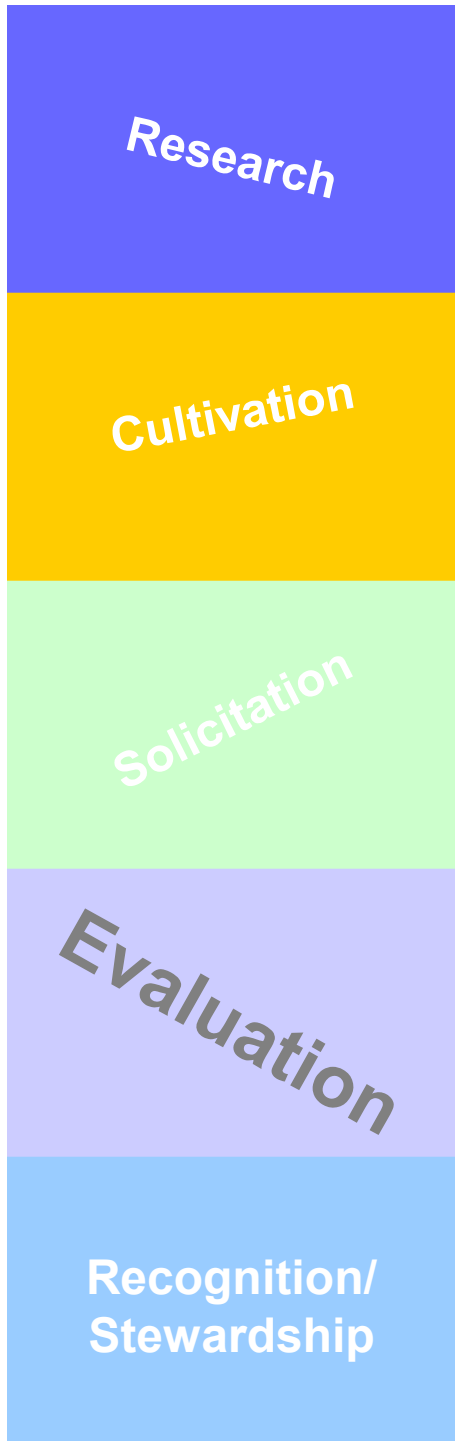
Evaluation

- Sample evaluation/re-cap reports
- Use a binder or nice folder
- Collect all materials that include logo and/or mention of the company



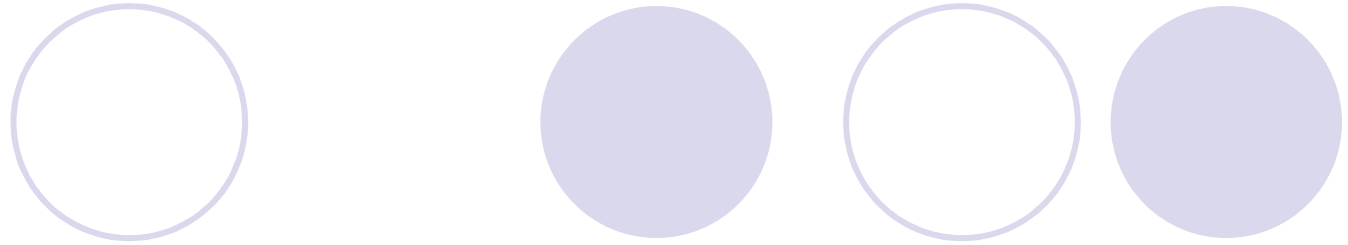
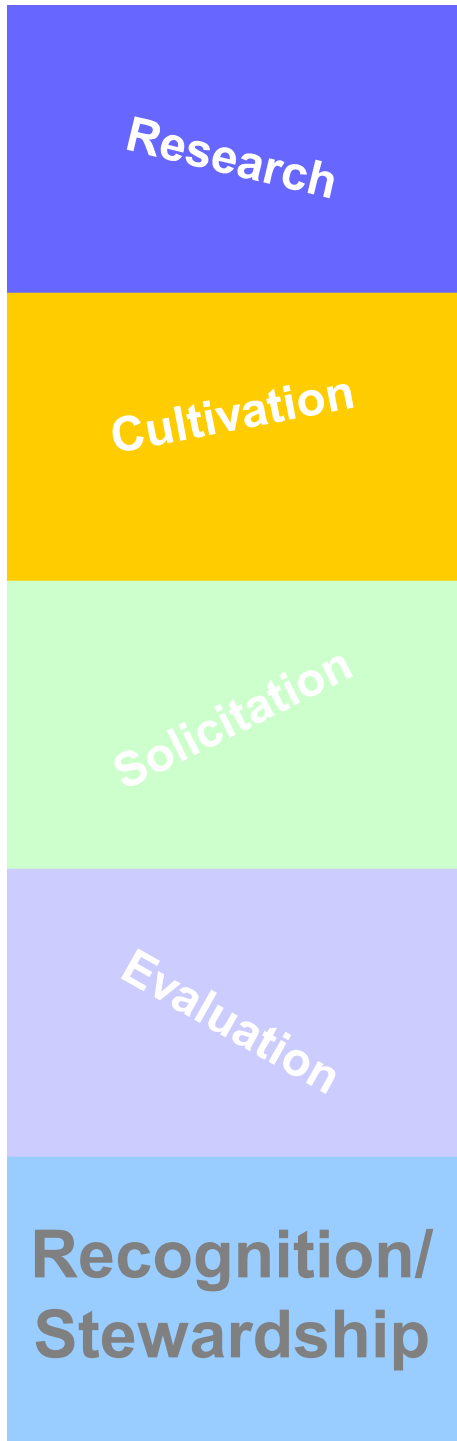
Evaluation

- Company focused
- ROI reports within the company timeline
- Larger amounts = more frequent reporting
- Include activation
- Impact made on both organizations

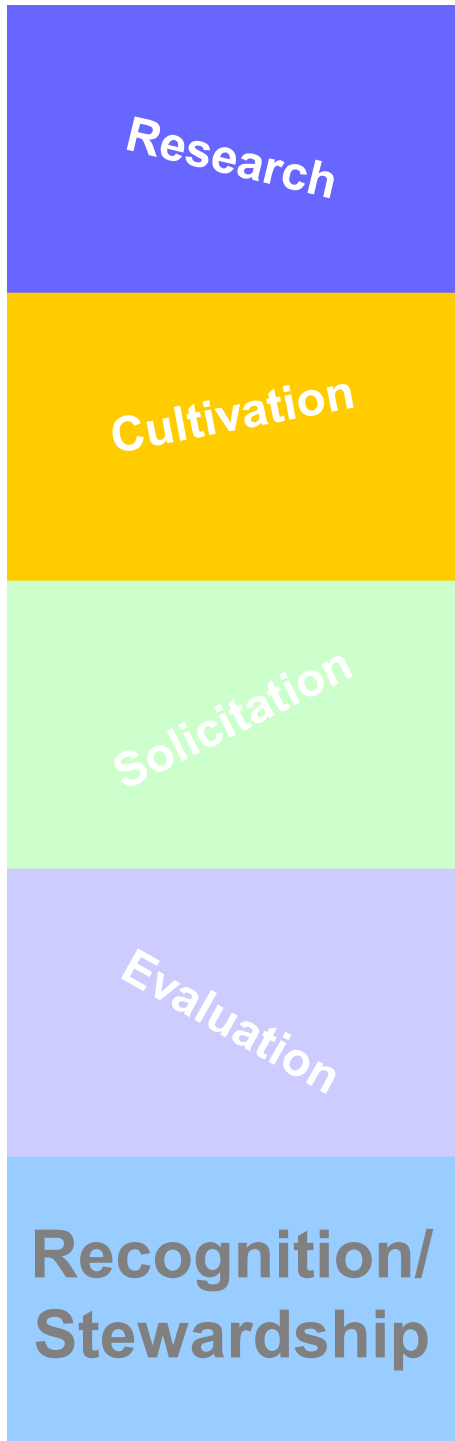


Evaluation

- Why spend all this time on evaluation?
 - To educate the company on the value of the partnership
 - To increase the odds that they will renew their support next year
 - This is another opportunity to schedule an in-person visit that is not about asking for money

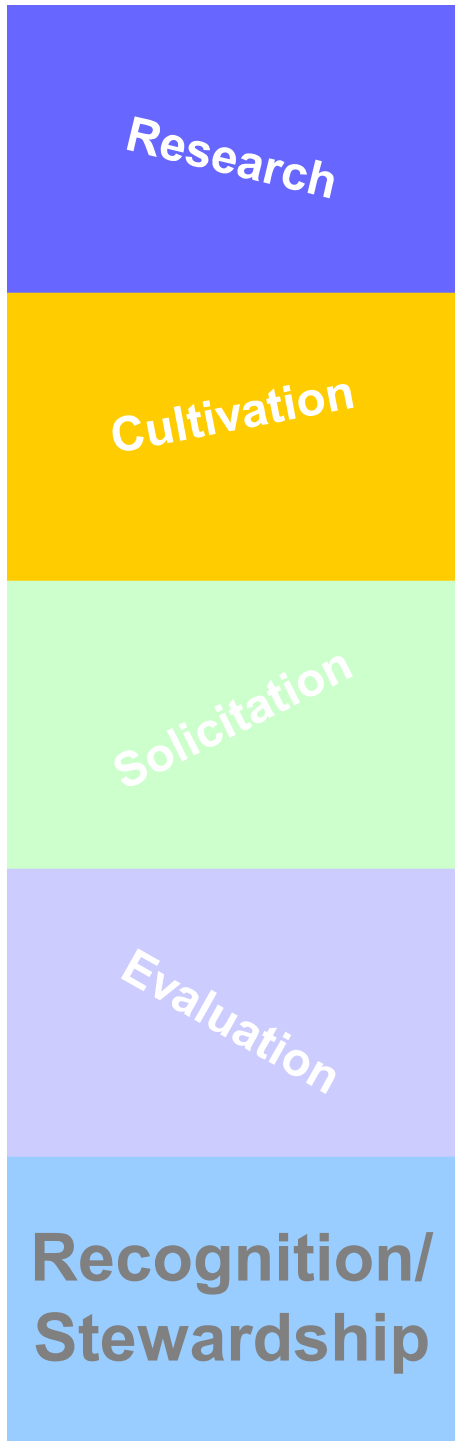


Recognition/ Stewardship



Recognition/Stewardship

- Acknowledgement
 - Letters
 - Calls
 - Events
 - VIP areas
- Recognition
 - Stand out at an event
 - Plaques, gifts, etc.
 - Thank you ads
 - Be creative



Recognition/Stewardship

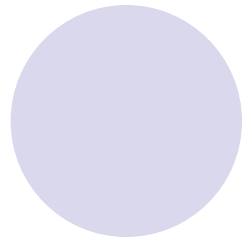
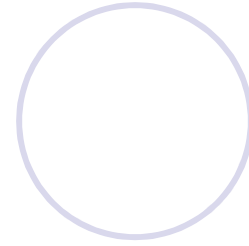
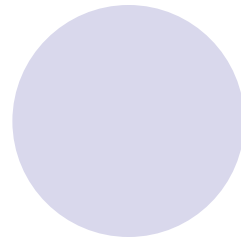
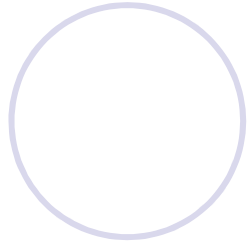
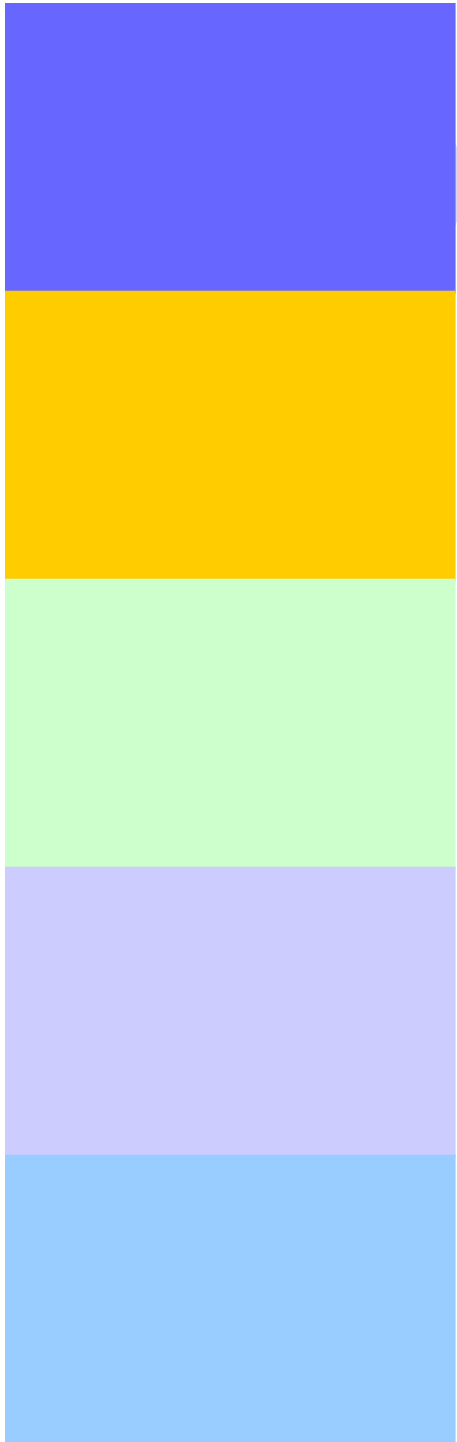
TIP: Think of recognition as an opportunity to interact with your corporate donor, not just as a static benefit.

- Sample recognition benefits:
 - Recognition on donor walls/signs
 - Recognition in newsletter and website
 - Invitations to special events, graduations, special moments
 - Other benefits as applicable to the specific event or program

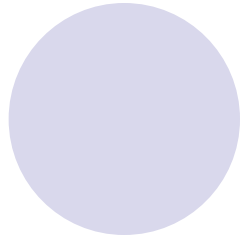
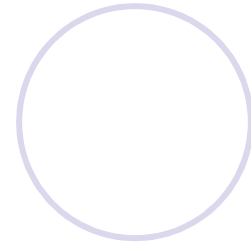
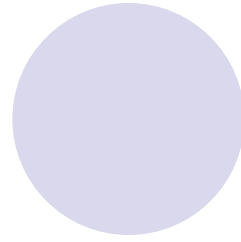
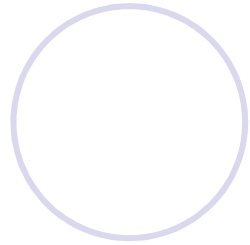
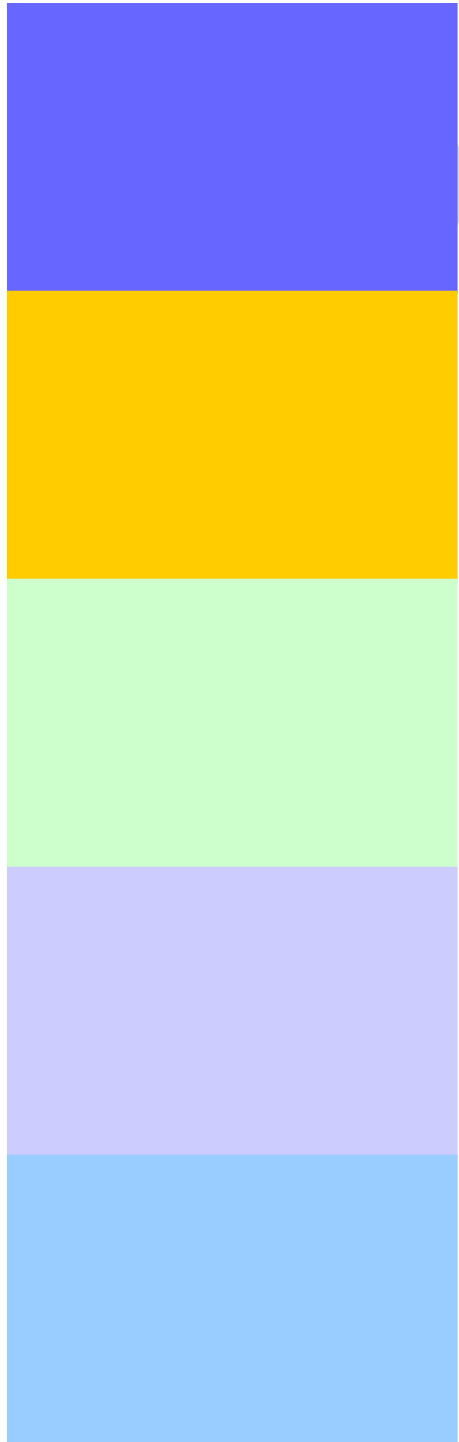


Keys to Success

- Donor-centric
- Think like the company
- Act like a consultant
- Think outside the box
- Be Flexible and Evolve
- It's all about the company



Questions



**Thank
you!**