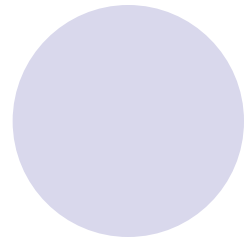
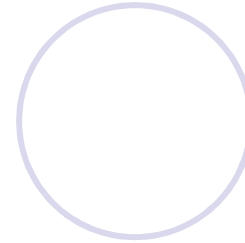
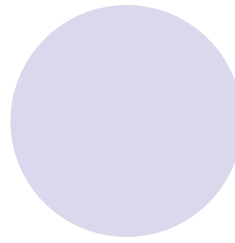
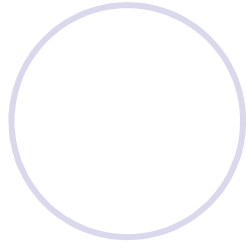
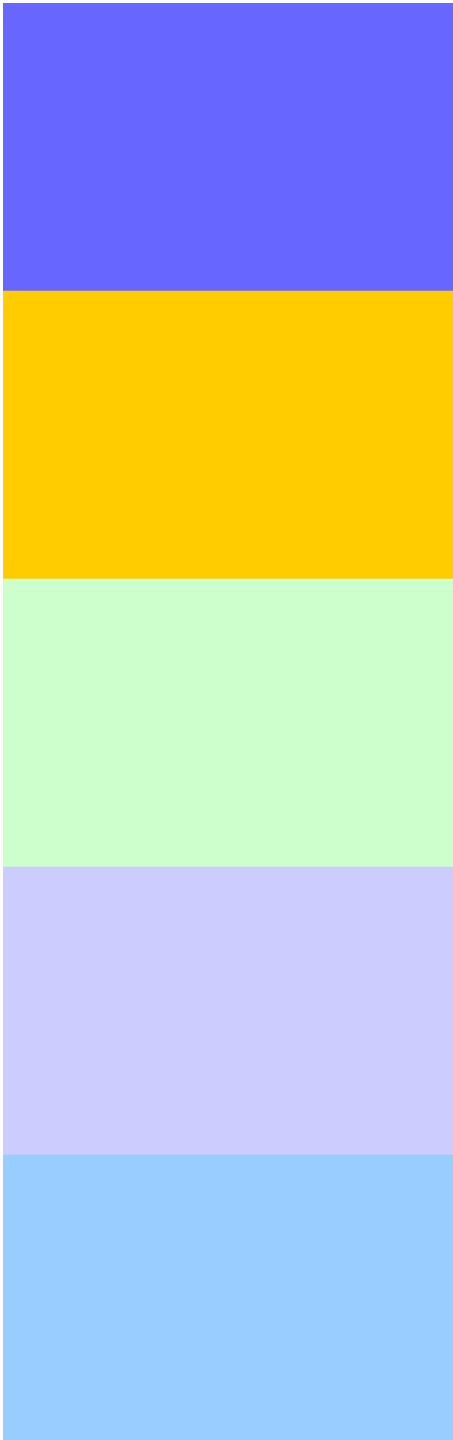


BUILDING BETTER CORPORATE PARTNERSHIPS

WVDO Vancouver Series
February 9, 2010
8:30 a.m. – 10:00 a.m.



Presenters:

Cynthia Thompson

Chief Development Officer

Big Brothers Big Sisters Columbia Northwest

Ron Bertolucci

Senior Vice President, Community Investment

First Independent Bank

Margaret Wade

Senior Program Coordinator, Community Investment

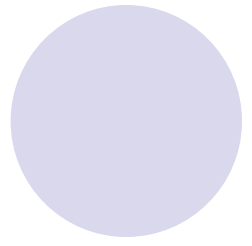
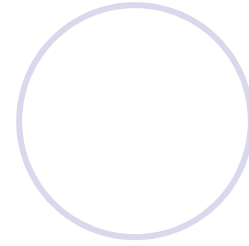
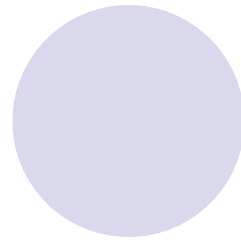
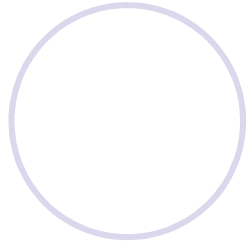
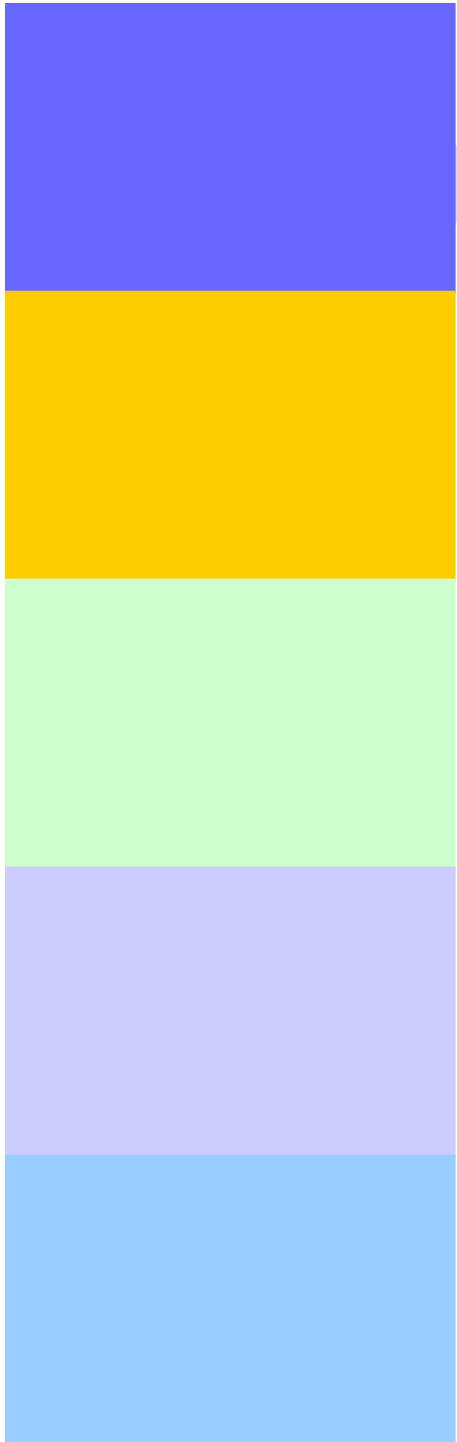
First Independent Bank



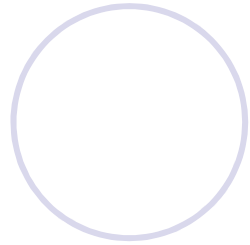
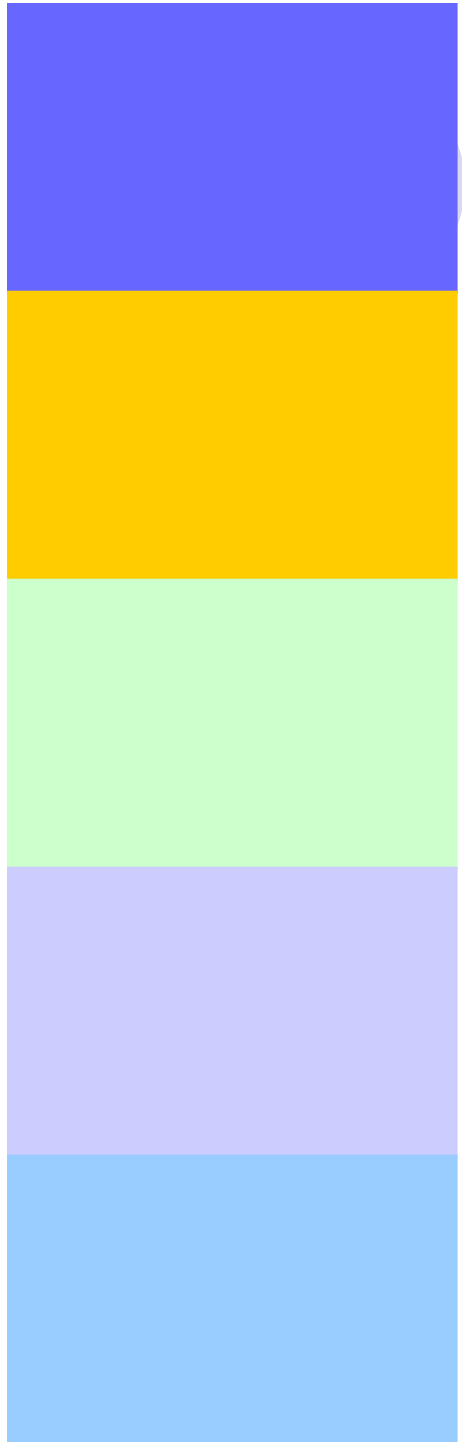
Breakout Session Goals

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 partnership development process



Exercises

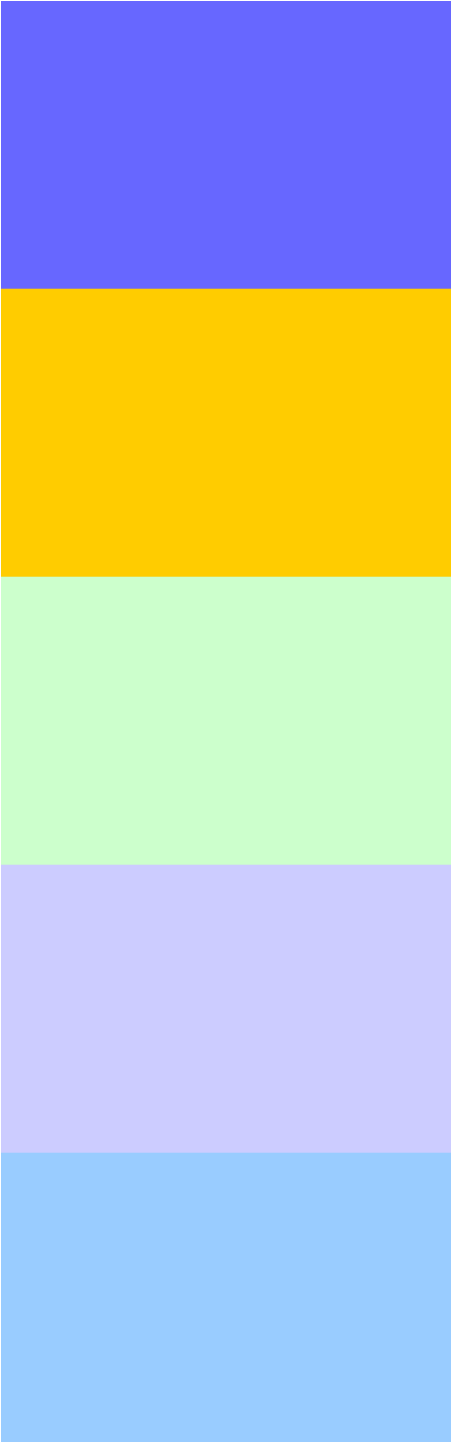


Types

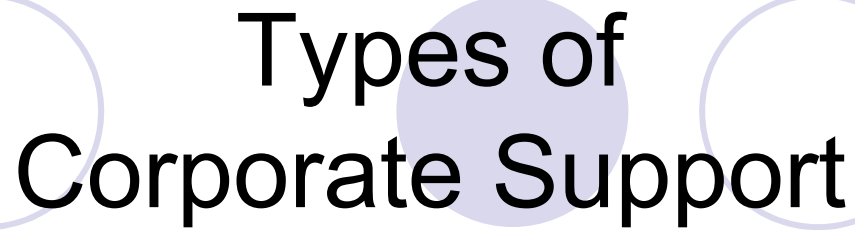
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Corporate

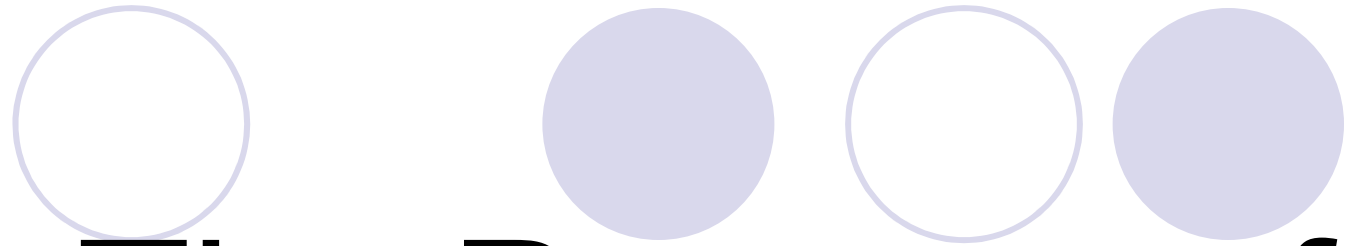
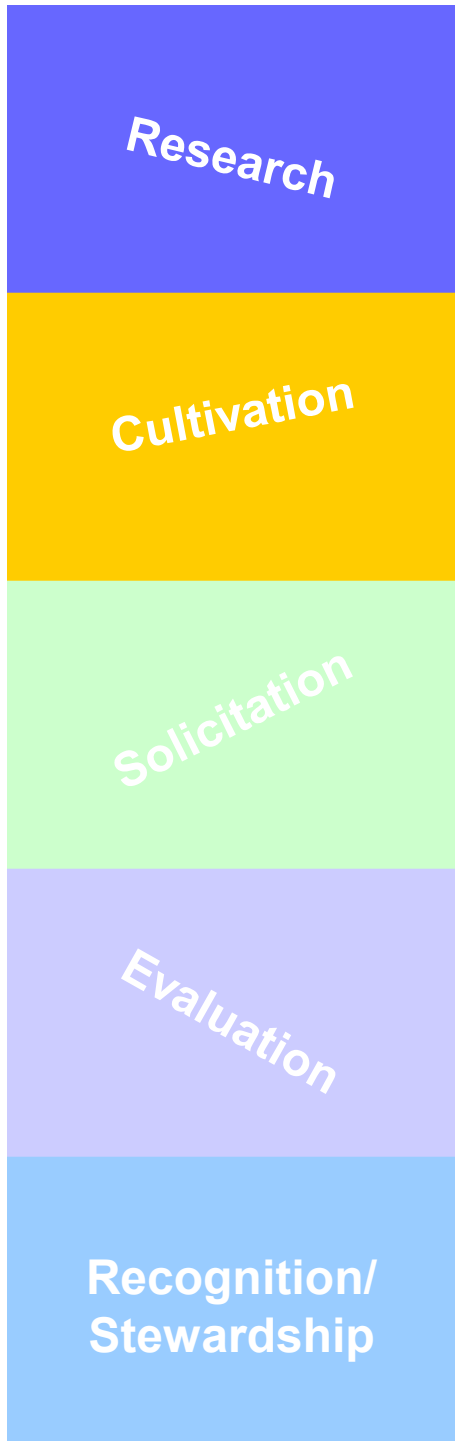
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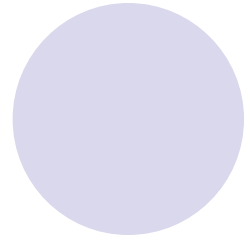
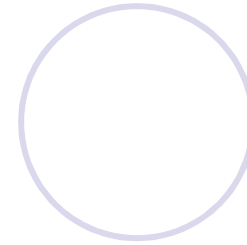
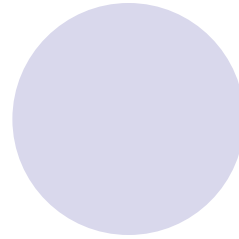
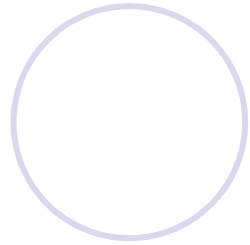
Types of Corporate Support



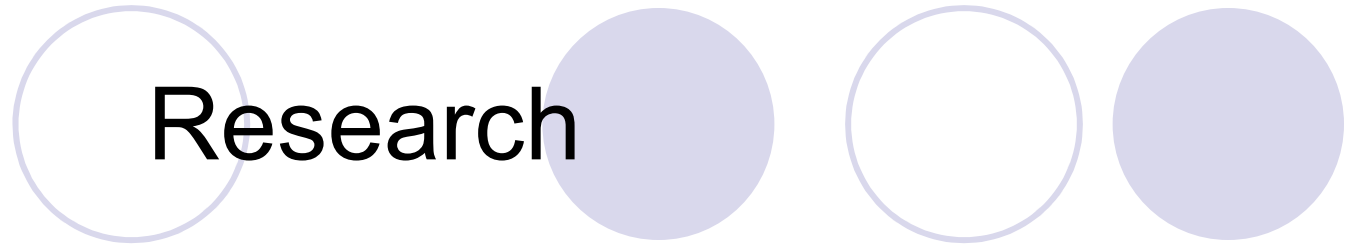
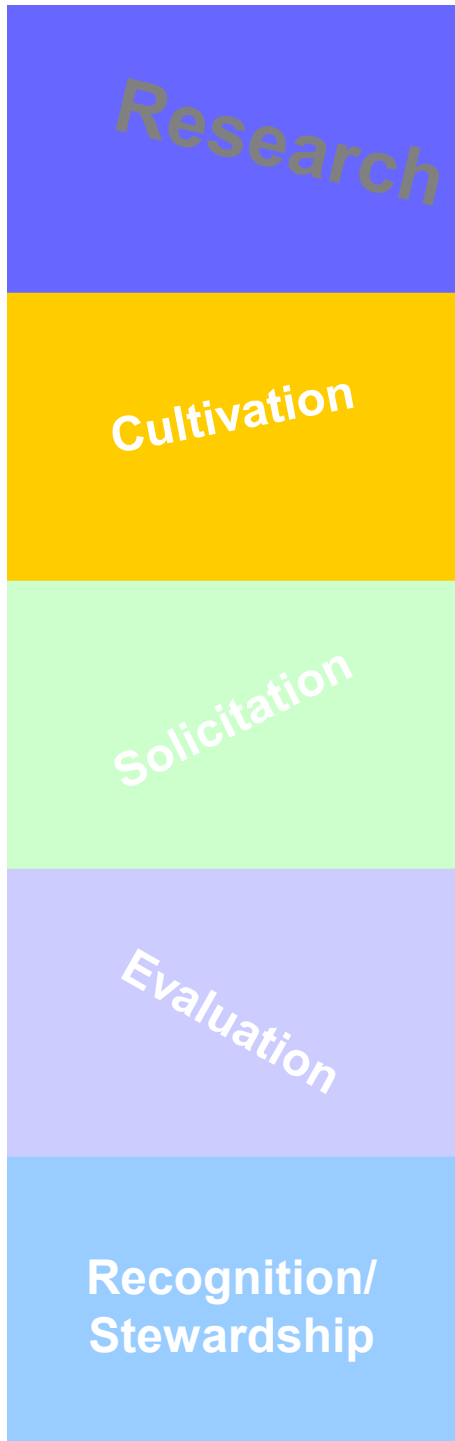
- Corporate Philanthropy
- Sponsorship
- Capital Gifts
- Cause-Marketing
- In-Kind Support/Professional Services
- Employee Giving
- Employee Volunteers
- New approaches (i.e. social media)



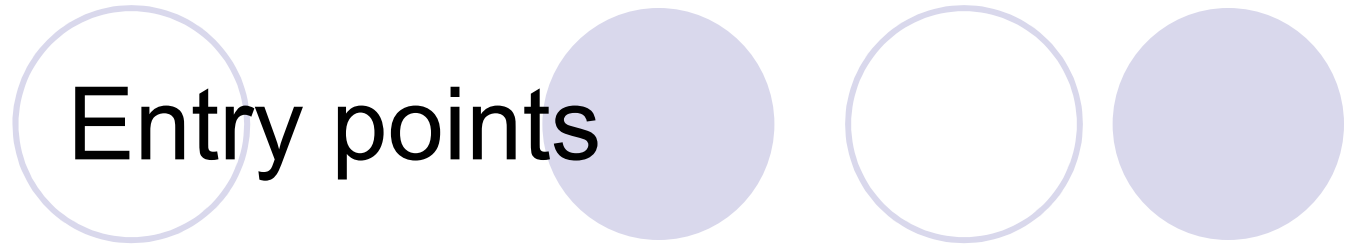
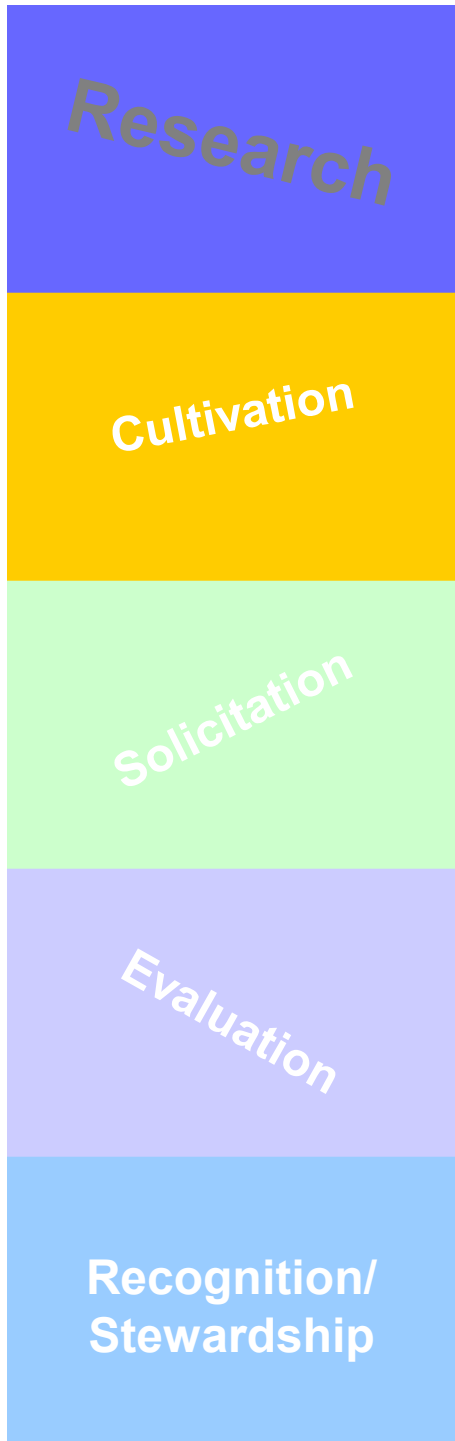
The Process of Developing a Corporate Partnership



Research



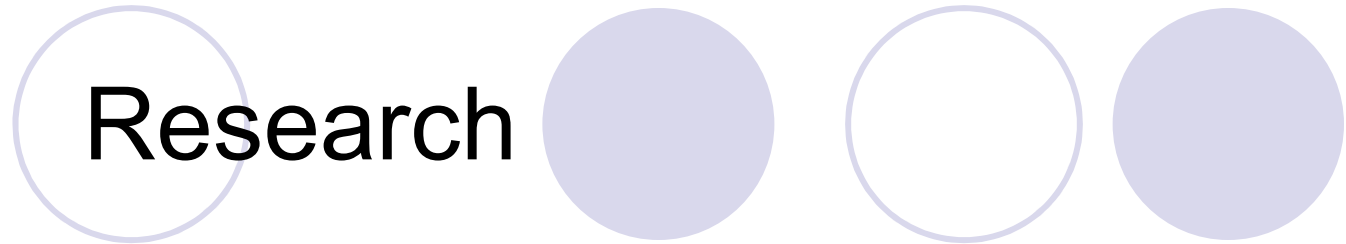
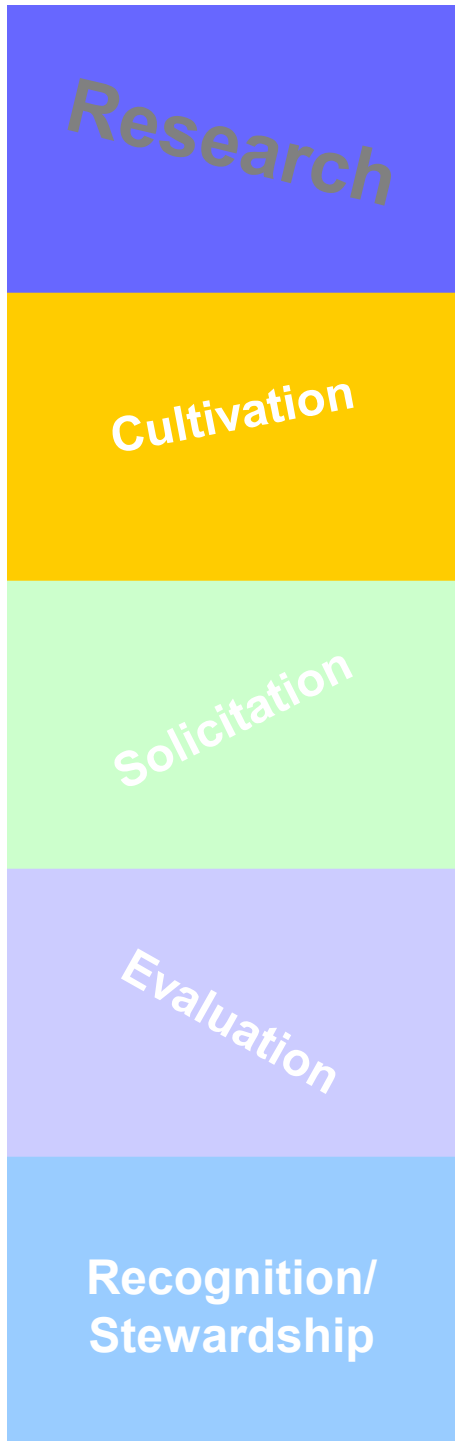
- List of resources
 - Web
 - News
 - Volunteers
- Attending local business events
 - Networking, networking, networking
- Building a pipeline of prospects



Individuals – one entry door

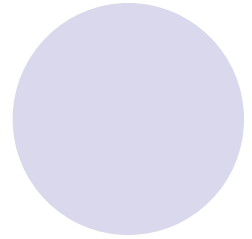
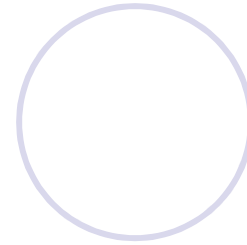
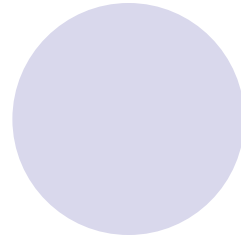
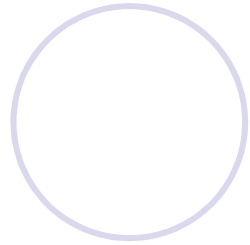
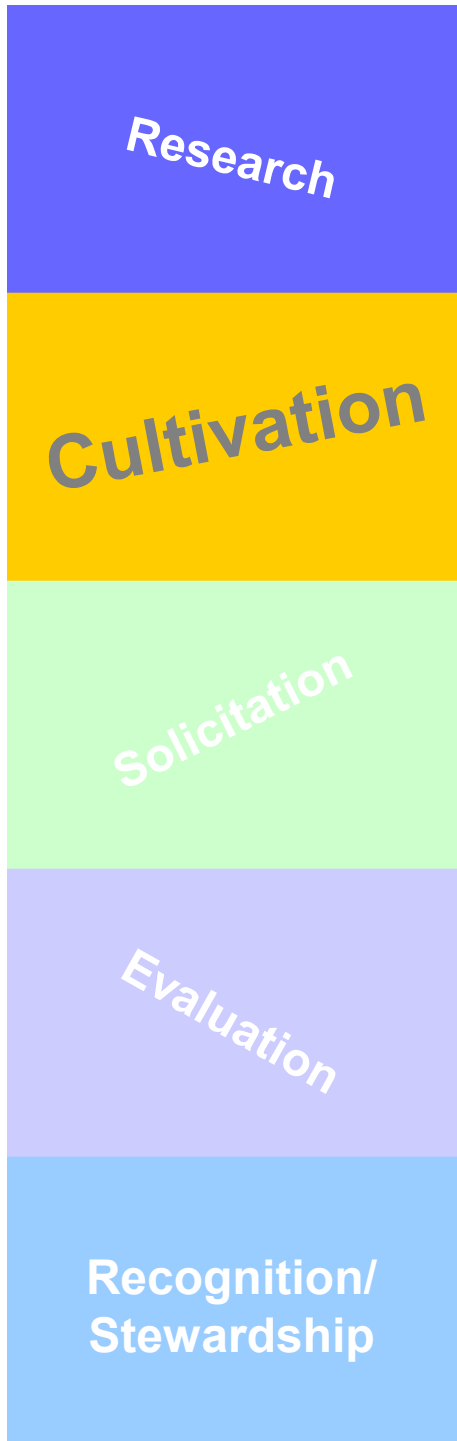
Foundations – one entry door

Corporations – multiple entry doors

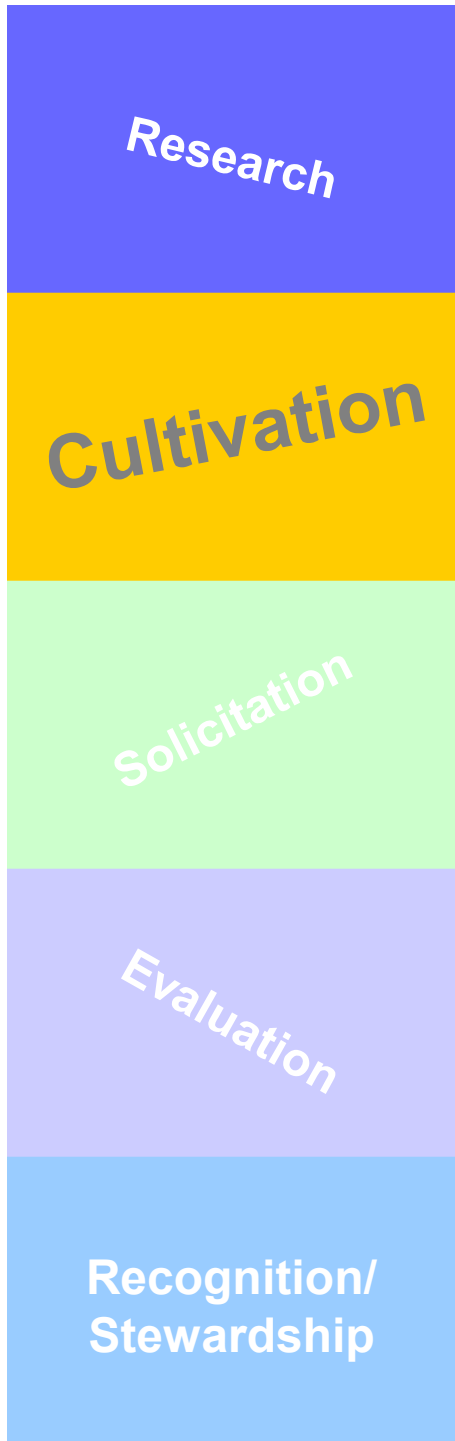


Most Likely Decision Makers include:

- Connections (board member, employee, customer, vendor)
- Corporate Foundation Officer
- Corporate Giving Department
- Employee Contributions Department
- Marketing/PR Departments
- President/CEO



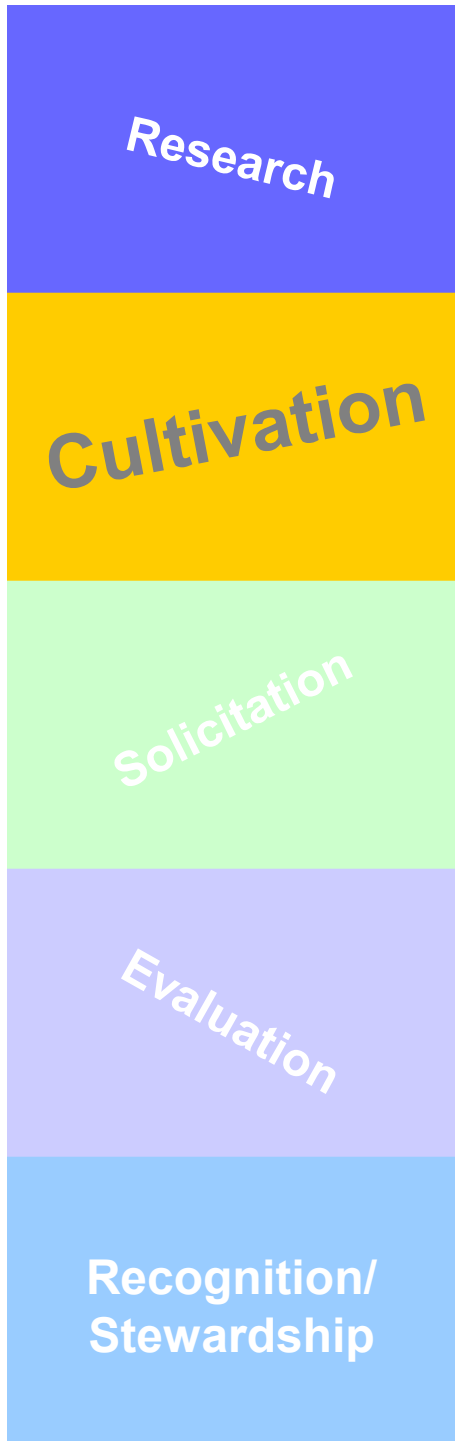
Cultivation



Cultivation

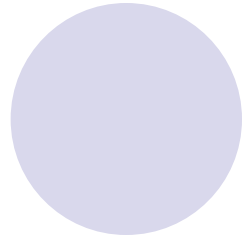
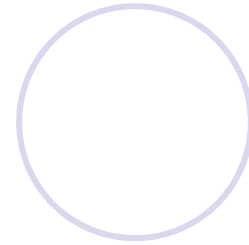
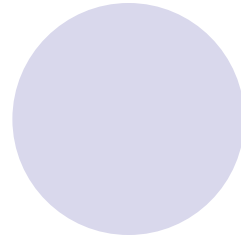
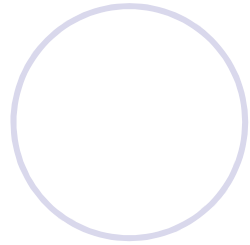
TIP: Cultivation is an on-going, year round process with your current partners.

- Handout: “20 Ideas for Cultivating your Corporate Partners”



Cultivation – New Prospects

- Blank Sheet Approach
- Sample questions at meeting:
 - Focus/filter/criteria
 - Existing partnerships
 - New products
 - Target audience
 - Volunteer involvement/Group or Team projects
 - Timeline/fiscal year



Solicitation



Solicitation

- Specialized Proposals
- Hand delivered
- Flexible
- Simple contracts
- Best to put in writing to outline expectations
- Present to the right people



Solicitation

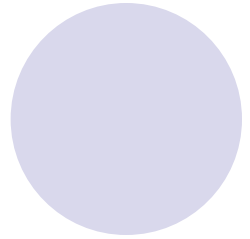
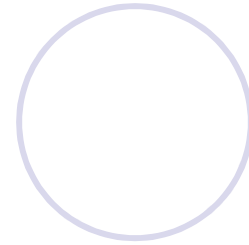
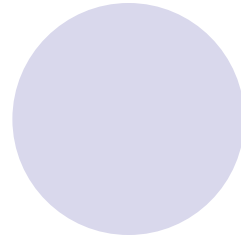
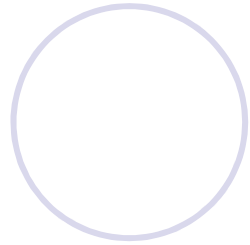
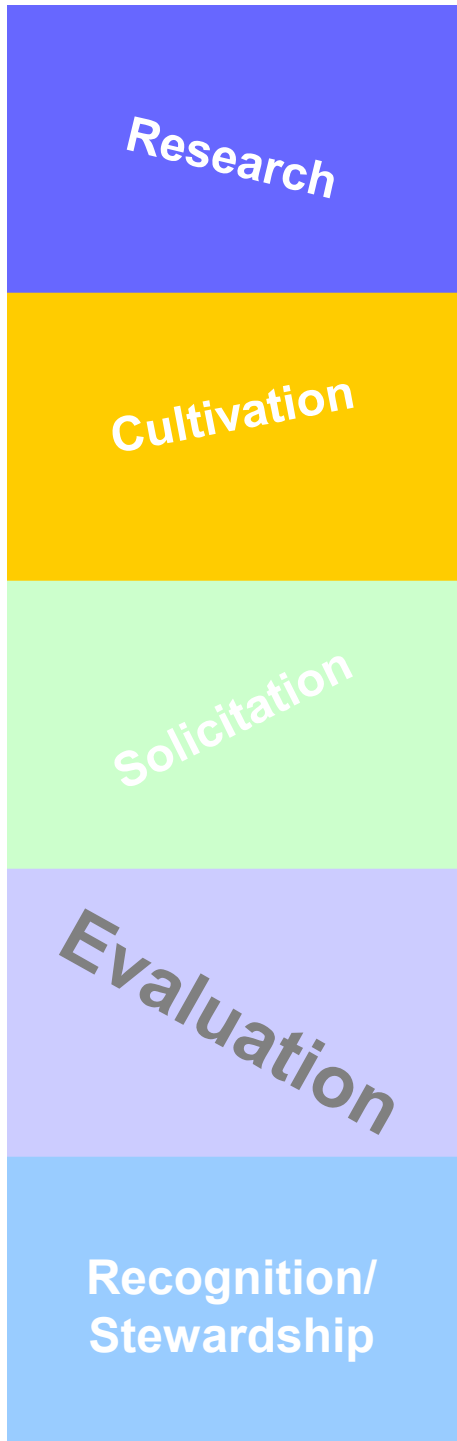
TIP: You should have a variety of communication and solicitation materials.

- One paragraph description of the program or event
- One page fact sheet with information about program, audience, benefits to the company, impressions, how money used
- Multi-page proposal (but still no more than 3-5 pages)
- Cover letter / letter of request
- Response form

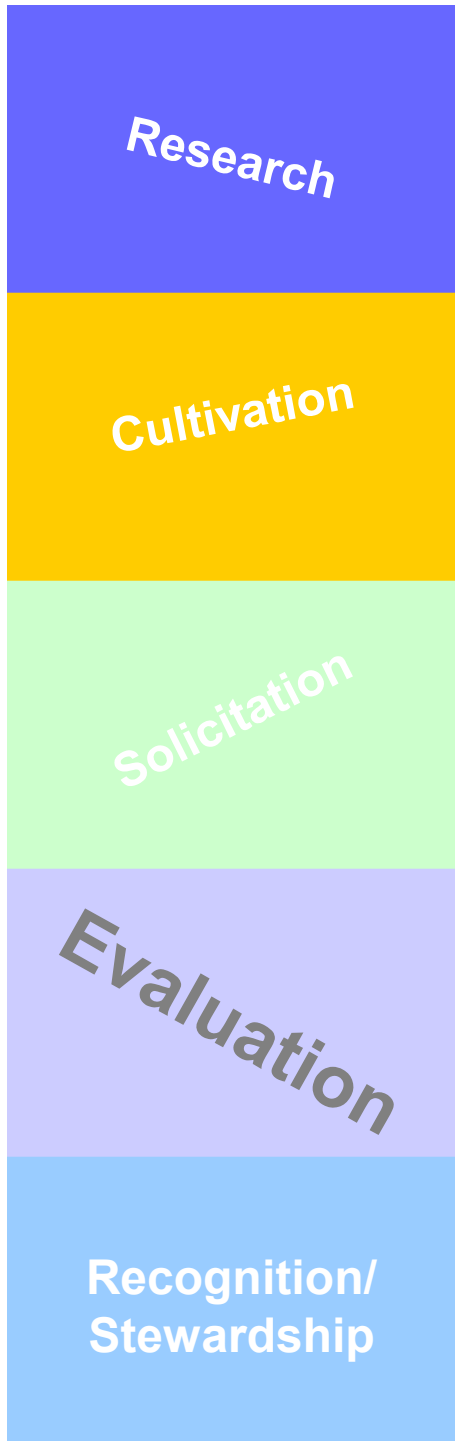


Solicitation

- 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
 - Show pride in your organization and event

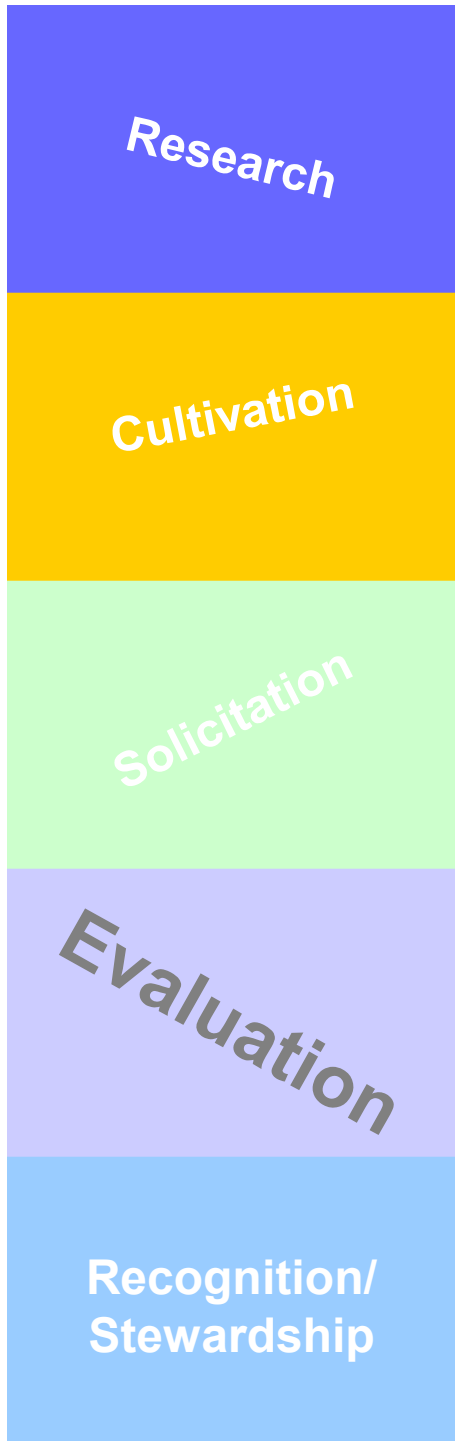


Evaluation



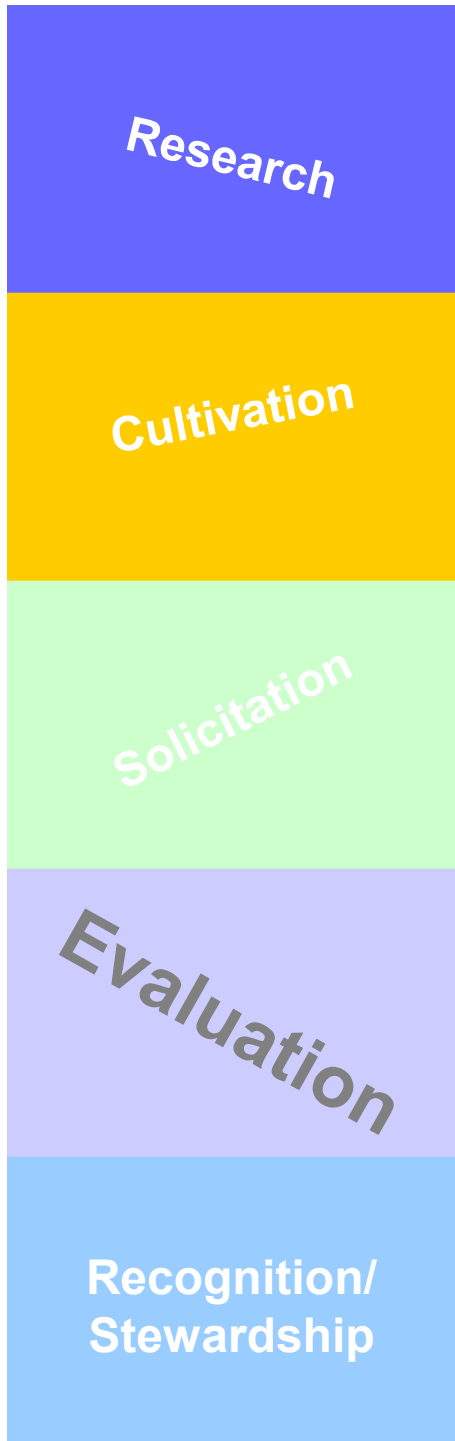
Evaluation

- Create evaluation/re-cap reports
- Use a binder or nice folder
- Collect all materials that include logo and/or mention of the company
- Helps to measure ROI



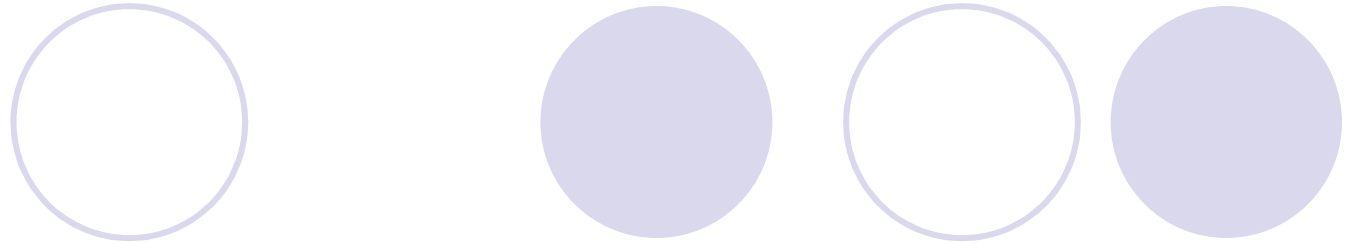
Evaluation

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

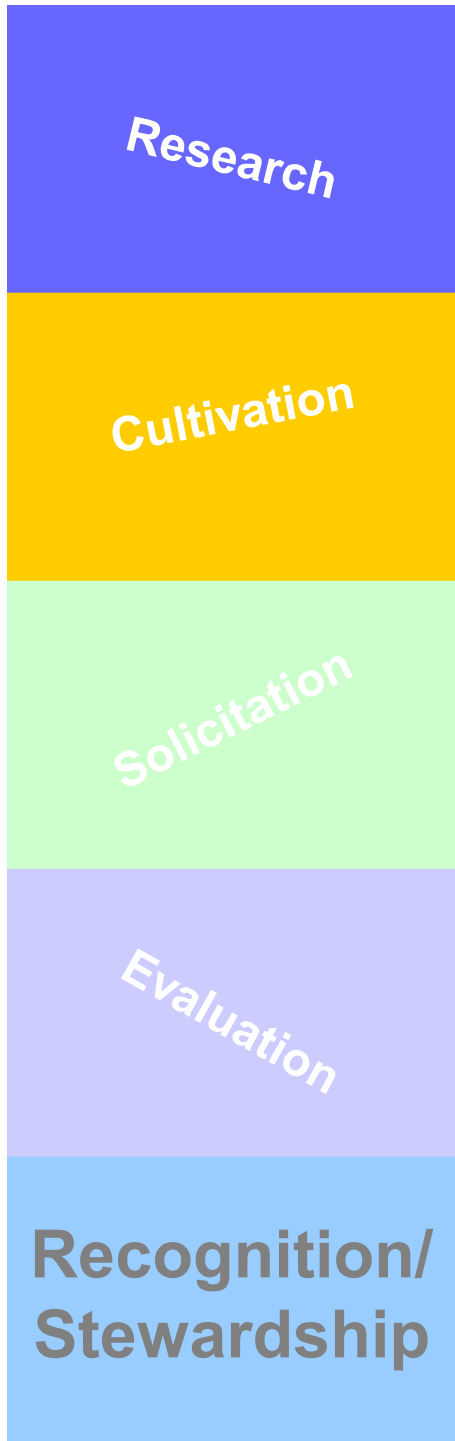


Evaluation

- 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; helps to build the relationship

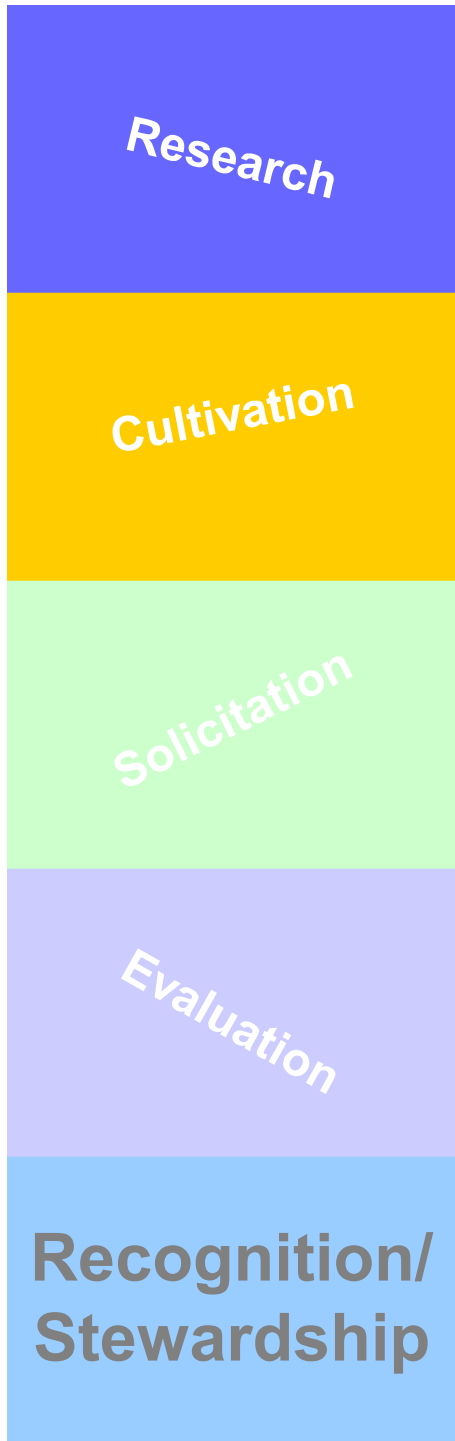


Recognition/ Stewardship



Recognition/Stewardship

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



Recognition/Stewardship

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

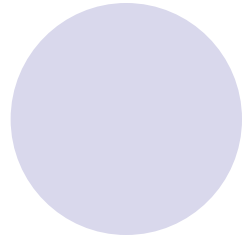
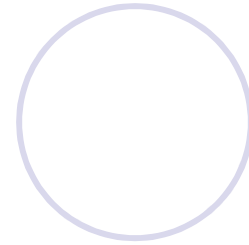
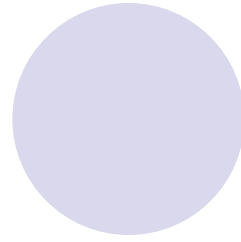
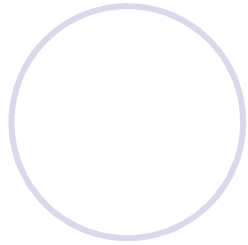
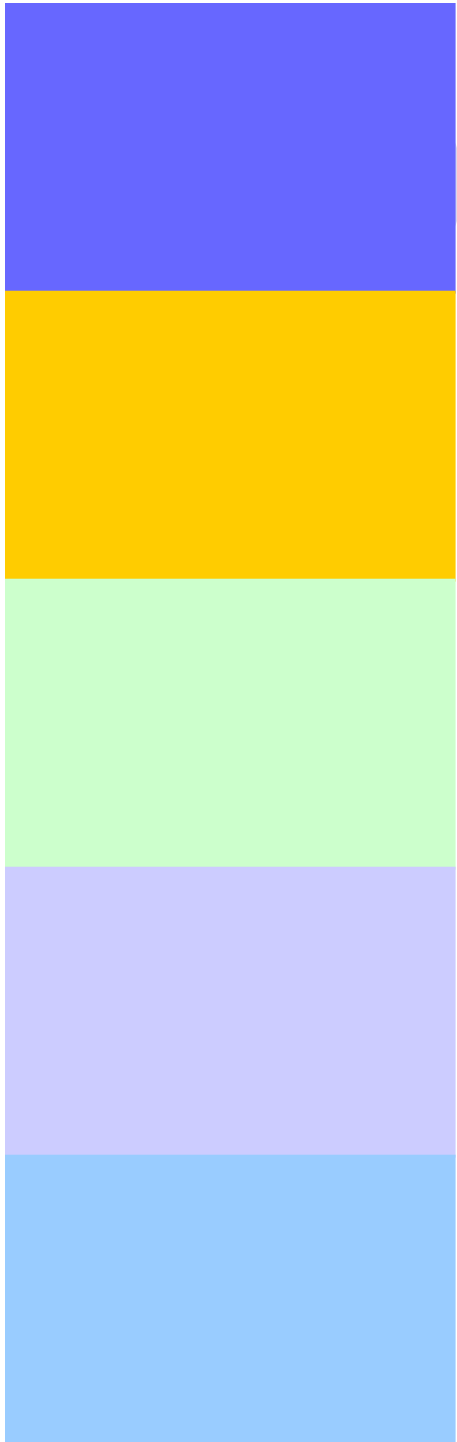
- Sample recognition benefits:
 - Recognition on donor walls/signs
 - Recognition in newsletter and website
 - Invitations to special events, graduations, special moments
 - Networking opportunities/client cultivation



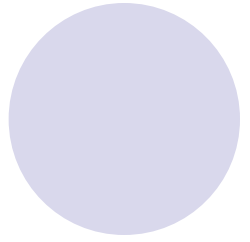
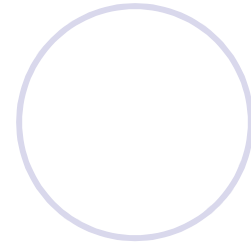
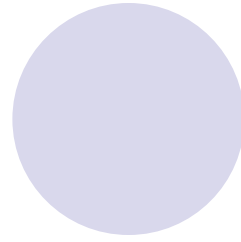
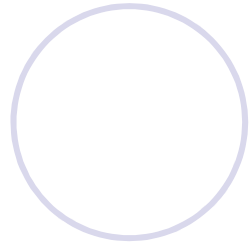
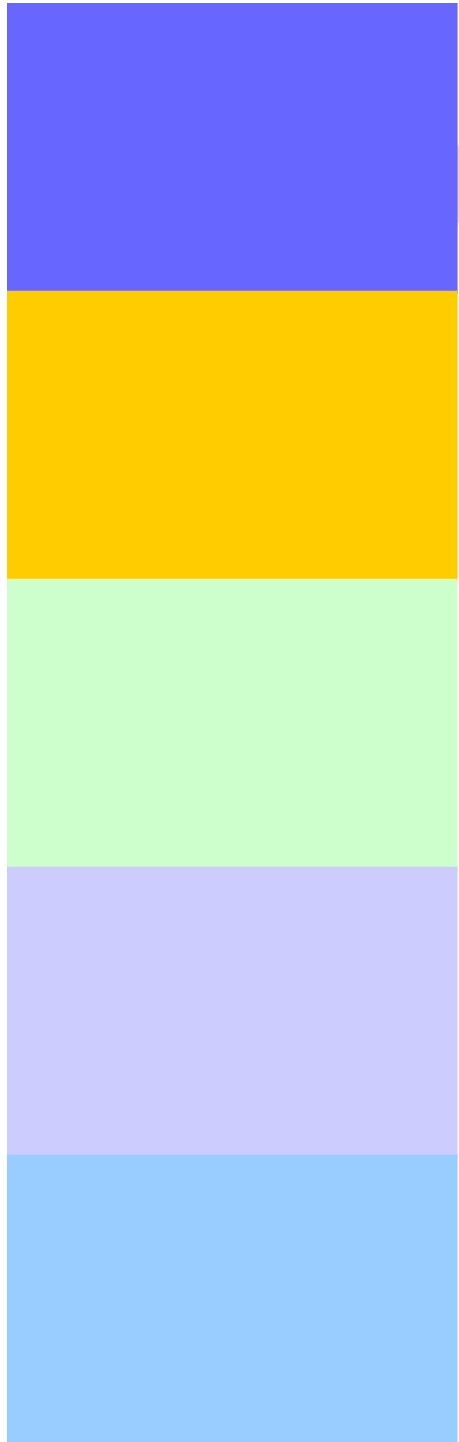
Keys to Success



- Partner-centric
- Think like the company
- Act like a consultant
- Think outside the box
- Be flexible and evolve
- Find a good fit
- Think strategically



Questions



**Thank
you!**