

MID-APRIL 2008

Corporate Sponsors & Business Partnerships

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e-TA

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A service of the Corporation for National and Community Service - Resource and Fund Development Initiative

Dear “Partnering” Colleague,

There’s no getting around it—the interests of the business community and the nonprofit world are intertwined. Good things can happen when the two work together for mutual benefit. Click on the titles at the right to learn more about...

Matching the Partners

Ways Corporations Give

Finding a Sponsor

Do you have questions about developing business partnerships and finding corporate sponsors? Contact us through LEADline@CampaignConsultation.com for more information. You can still access previous issues of On-the-Go eTA by clicking on the title at the right.

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Matching the Partners

Corporations have been partnering in a big way with social profit organizations since learning that 8 in 10 U.S. consumers, if the price and quality of the products are equal, are likely to switch to a brand or retailer associated with a philanthropic cause. Businesses do a great deal of research to find the right social profit partner that will compliment their products. Currently, the companies shown in the left-hand column below are currently in cause related marketing relationships with the social profit organizations on the right. Guess which ones

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organizations on the right. Guess which ones.

Company	Social Profit Organization
___ 1. Coldwater Creek	a. Teach for America
___ 2. Build-A-Bear	b. Habitat for Humanity International
___ 3. Lowe's	c. Boys & Girls Clubs of America
___ 4. Major League Baseball	d. KaBOOM!
___ 5. State Farm Insurance	e. Susan G. Koman Breast Cancer Foundation
___ 6. stride rite	f. Mothers Against Drunk Driving (MADD)
___ 7. Wachovia	g. World Wildlife Fund

[Click here to download the answers and an explanation of the terms of the partnerships. You will notice that there could be more than one cause linked to a business.](#)

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Ways Corporations Give

Programs can solicit corporations for funds using the same tactics they would use to solicit individuals. However, businesses are more inclined to support social profit organizations with an eye on their own bottom line. Also, while cash is always welcome, you can also request businesses to provide support in products and with volunteers. Sometimes your support will come in the form of a business venture that clearly benefits both of you.

Here are some ways that businesses and corporations support your program.

Corporate Philanthropy

Making direct contributions to a social-profit organization or cause, including direct cash contributions or grants in exchange for public acknowledgement and recognition in annual meetings, annual giving lists, etc. In larger companies, donations usually originate through the corporate foundation

Corporate Sponsorship

Providing in-kind support and sponsorship support to offset costs or underwriting to defray the costs of a special event or campaign in exchange for high level visibility in the media, newsletters, street banners, at the event or initiative, etc. In large corporations, this support is usually coordinated through marketing/promotion department

Employee Volunteering

Incorporating corporate governance structures that give time off and encourage employees to volunteer in the local community and use their expertise. Such programs are often coordinated by a community relations department

The next three partnering examples relate ways that businesses give through negotiations that occur with owners and other high level executives. They are always based upon trusting relationships.

Cause-related Marketing

Donating a percentage of revenue to the nonprofit initiative from the sale of specific items during an announced period of support in exchange for generating increased sales and meeting other corporate objectives.

Cause Marketing

Sometimes called “cause promotion”-- supporting social causes through paid endorsements or promotions in exchange for including the NPO’s logo on corporate product, service, etc.

Corporate Social Marketing (CSM)

Supporting behavior change campaigns. Different from other corporate social initiatives (corporate philanthropy, corporate sponsorship, employee volunteering, etc.) Focus is on behavior change for the sake of improved health, safety, environment, etc.

Some people would add a seventh category of corporate giving: socially responsible business practices, where a business adopts practices or makes investments that further social causes (e.g. “green” businesses).

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Finding a Sponsor

Companies become sponsors to further their own business strategies. Their aim is to increase their targeted audience, enhance their community image, and gain more customers. Many businesses are willing, and even eager, to commit their resources to your organization or project for this purpose.

Larger companies may employ a marketing, advertising or corporate communication department to make strategic decisions about this distribution of resources. You may have to make your request to a corporate headquarters located far away from your community. In a small, locally owned business, the owner will typically be the one to make these decisions.

[Click here for some tips for finding a sponsor for your initiative.](#)

Share Square

Investigate grant opportunities and donation-matching programs within the corporations where your current board and advisory council members, and fundraising volunteers are employed.

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“Every donor has a motive ... For companies, it’s increasingly about “enlightened self-interest and creating a positive image. Companies are looking for a return on investment, which isn’t a bad thing. In the end, everyone comes out ahead.”

Kurt Aschermann
Cause Marketing Professional

Let us know

Do you partner with a local business or a large corporation?

Contact us at LEADline@CampaignConsultation.com (LEADline is sponsored by the Corporation for National and Community Service through its Resource & Fund Development Initiative.) We would be happy to answer questions or to give you more support.

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Details from above:

Finding a Sponsor (cont.)

Know your assets

Your program provides an audience for a sponsor whether it in those who may come to an event or those who may have a ready relationship with your project such as donors, clients or volunteers. That audience means potential customers for the sponsor.

Also, your reputation as an important member of the community brings value to those who associate with you. Sponsors want to be in your company. Take time to consider those assets that can be shared with a business to help further the sponsor's goals.

Look locally

Seek smaller, local companies or local branches of bigger companies to endorse your program. Try to recruit corporations that have a stake in the communities in your project area. Corporate leaders want to see their donations at work in the community, and respond favorably to requests that can point out that your work benefits the people who work for and support the corporation.

Take a walk around the block, then walk around a two block radius, and so forth, writing down the names and addresses of every for-profit business nearby. Then prepare a flyer or letter that specifically introduces those neighborhood companies to your organization. Invite them to visit your web site, invite them to volunteer, and talk about the difference your organization makes. Once you have established relationships with these companies, then think about how best to approach them for sponsorships and donations.

Identify businesses that have a natural affinity for your mission

If you look closely at the partnerships outlined above, you will see that there is a natural relationship between the work of the nonprofit and the products and services produced by the corporation. A woman's clothing brand supports programs for women, and a program that provides low cost housing receives support from a building materials supplier.

Corporations are looking for links to customers from among your stakeholders. When you

approach an organization to gain sponsorship, they will check that your activities and aims are consistent with their goals. Likewise, you should thoroughly research your potential sponsors.

Consider all possibilities

Don't forget to ask for support other than cash. Asking for a gift-in-kind of needed materials, supplies or services gives a business an opportunity to place its products in greater circulation. Ask a local company to give a day off or some other incentive to employees who volunteer to help with your charity's work. Fostering that connection can help not only in ultimately attaining financial aid from the company, but also in recruiting individual donors.

Provide attractive recognition opportunities

Offer recognition for the gift at your facility, on your web site, in your newsletter, and with the press. Consider approaching companies with a detailed sponsorship package, showing how much the company will receive in specific benefits for a gift at a certain level. For instance, for a \$10,000 donation, the corporate sponsor might be promised a table for 10 to your event plus an opportunity to make remarks from the podium. Giving a higher amount could offer naming rights for a room in your building, an attractive perk for companies.

Put it in writing

Business people expect their clients and peers to be well organized and thoughtful in their plans and presentations. A written presentation should emphasize the program's "selling points. Make sure your sponsors receive everything promised. If you can give them added publicity, by way of name announcement, etc., do so. You don't want to put all the work into acquiring sponsors and then not deliver results.

Look for opportunities to grow the relationship

The key to maintaining corporate support is to keep corporate sponsors closely informed of how their money is being spent to help the community, and appropriately acknowledge their support. Mention sponsors in interim and annual reports. Publicize a corporation as the major sponsor of a workshop, having the company name mentioned in newspaper articles, and producing T-shirts with sponsors' names on them at appropriate special events.

Begin small with your first request—perhaps seeking volunteers, and then as the relationship grows and the sponsor is satisfied with the outcomes of the partnership, you can request a greater investment. As an example, one nonprofit that asked employees from a local company to help paint the charity's building and later received a \$50,000 check from one of the volunteer painters.

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Resources

The National ASK (Awareness, Skills, Knowledge) to Sustain Institute, sponsored by Corporation for National and Community Service, provided by Campaign Consultation, Inc. 1998, 2002

The CNCS Resources Now! National Institute, sponsored by Corporation for National and Community Service, provided by Campaign Consultation, Inc. 2005-07

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Learning Products and Services

LEADline:

(Learning Experiences At a Distance) LEADline is designed to give information fast. Have a resource & fund development question? Use LEADline and within 24 hours you will receive response and advice from a fundraising professional.

Contact us

LEADline@CampaignConsultation.com

GIZMOs:

(Giving Information for Zooming Money Objectives) GIZMOS are resource and fund development tools for you and your volunteers. They are tangible products in packets, pocket brochures, CD-ROMs, games, etc. They feature a myriad of fundraising topics such as The Case for Support, an interactive online resource. To order, contact us through LEADline@CampaignConsultation.com or call 410.243.7979 or toll free at 1.877.243.2253

View and use our newest GIZMO, Building Your Case for Support, at www.CampaignConsultation.com/gizmos/case

The Chronicle of Philanthropy:

: Everyone who comes to a Resources Now! National Institute gets a free subscription to the Chronicle for a year. Participants in CNCS Campaign Consultation workshops receive the latest issue free of charge plus a \$20 discount on one year's subscription.

Workshops/Clinics:

The Corporation for National and Community Service (CNCS), through its T/TA service provider Campaign Consultation, Inc., offers a three-hour workshops and clinics for those interested.

Online Courses/Webinars:

Web course delivery of topics pertinent to resource development such as — **Build Fundraising Volunteer Champions** and **Cause Related Marketing and Corporate Partnerships**. Available through the Resource Center at <http://nationalserviceresources.org>

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