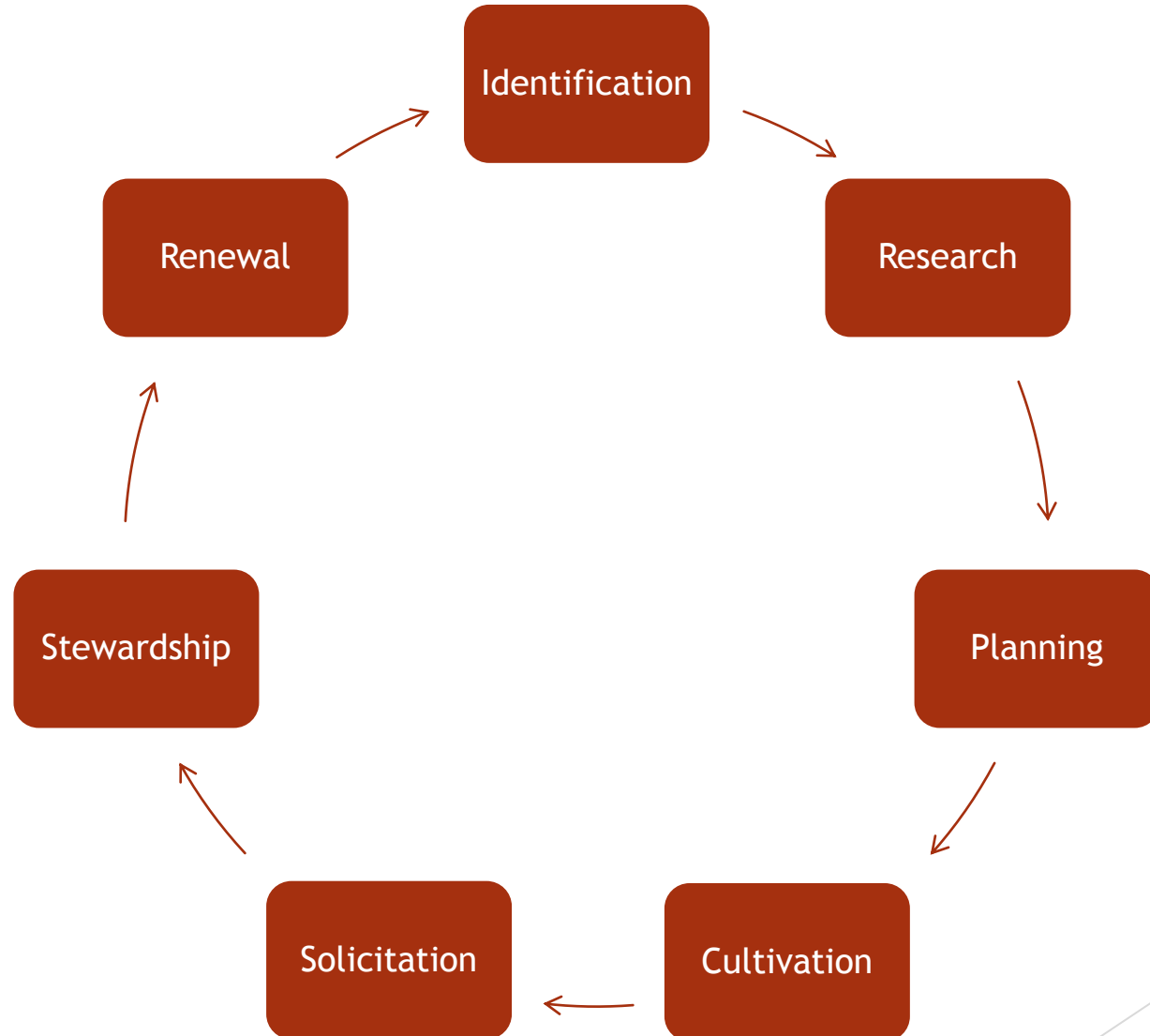




Building Sustainable Corporate Partnerships

Shout out!

7 steps of solicitation

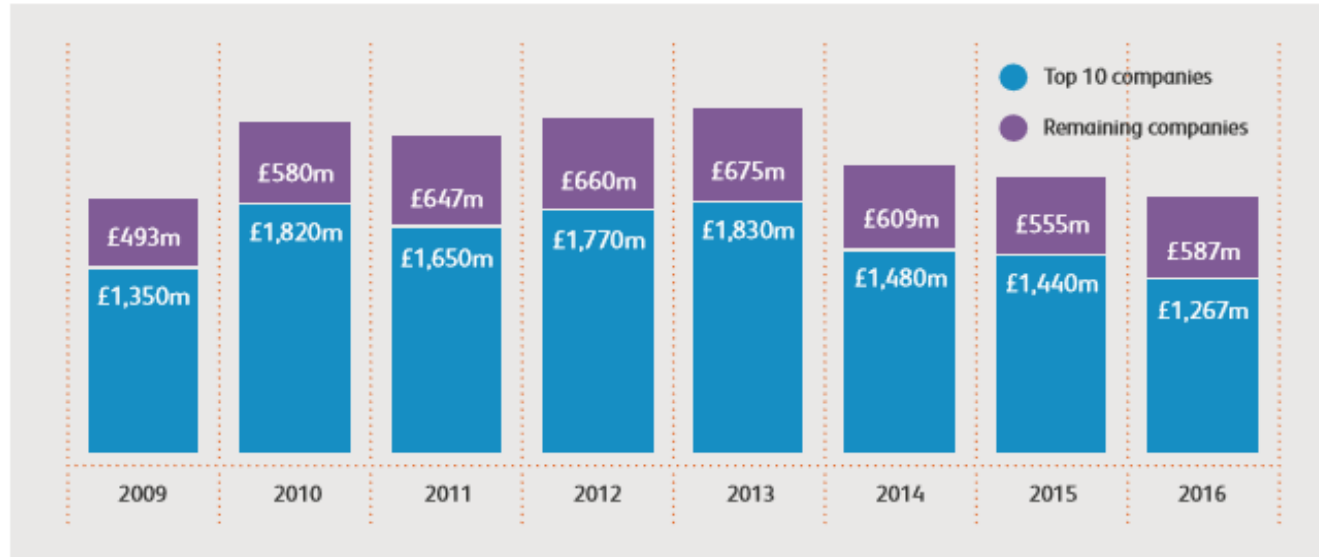


The Corporate Giving Landscape



Falling donations?

Distribution of donations over time

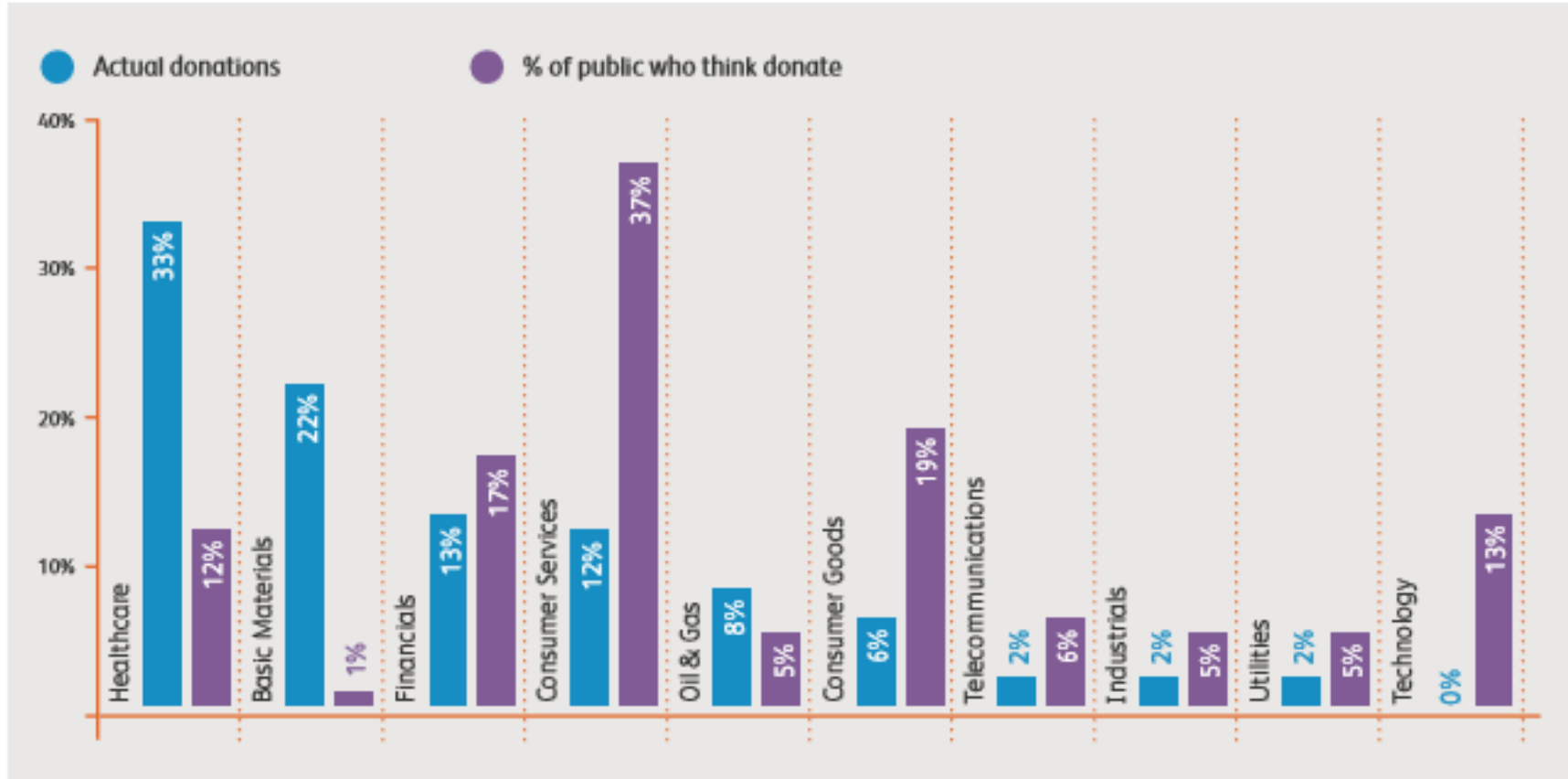


Base for 2016 data: FTSE 100 companies who submitted information on charitable donations (85). Figures are rounded.

CAF: Corporate
Giving by the
FTSE 100 2018

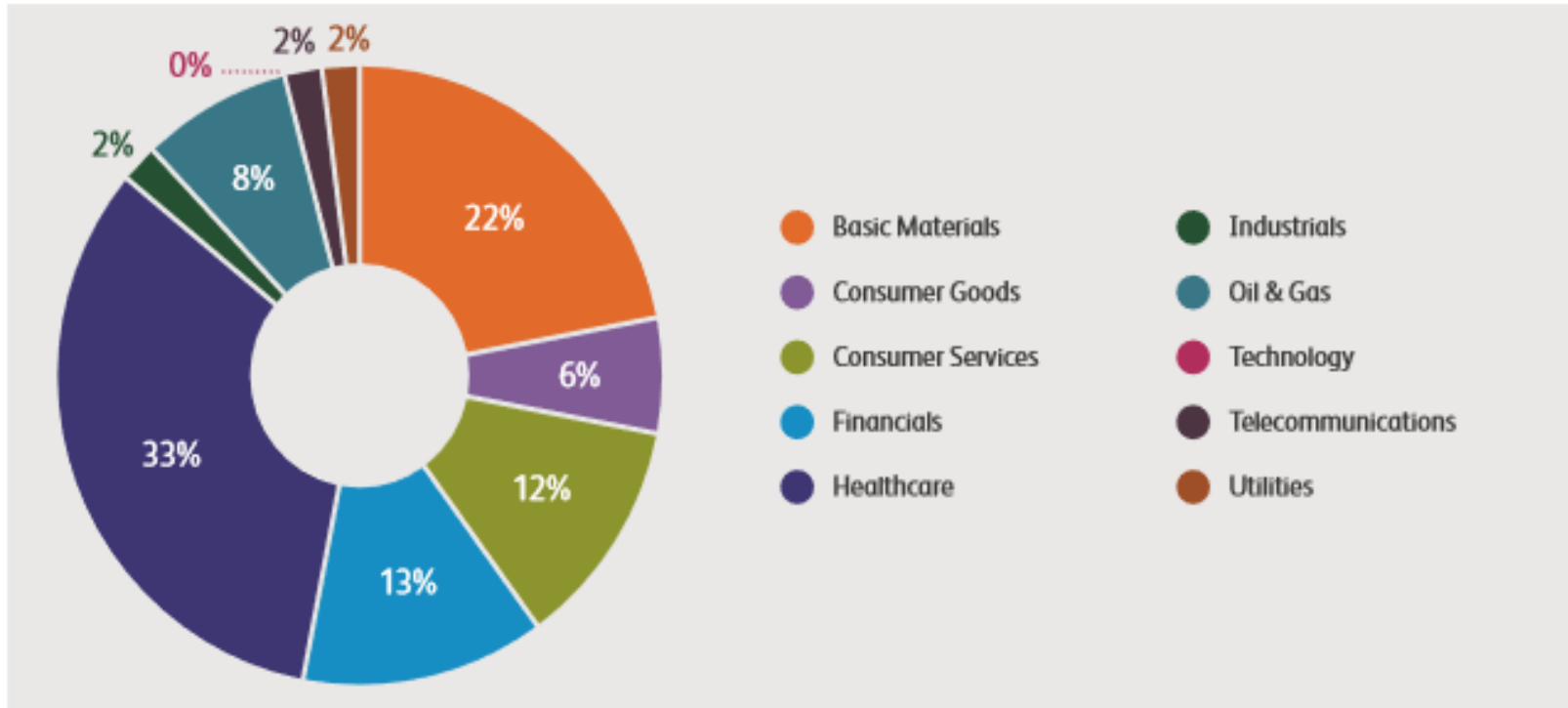
Reality vs. Perceptions

Percentage given in donations vs public perceptions of who donates the most



Healthcare leads giving

Proportion of total donations



Base: FTSE 100 companies (n=85). Figures are rounded to the nearest percentage point.

CAF: Corporate
Giving by the
FTSE 100 2018

Where does the money go?



Trends



Identification

- ▶ Products with a link to your cause or project
- ▶ Geographical links to your charity
- ▶ Company leaders with a personal interest in your cause
- ▶ Personal contact with someone in your charity

Identification

- ▶ Companies moving into new markets
- ▶ Companies undertaking other charitable activities
- ▶ The recent appointment of key decision maker or brand manager
- ▶ Recent appointment of someone your charity has worked with in the past

Mini-exercise - identification

In pairs, discuss what opportunities exist for your organisation? Each person to come up with at least one potential corporate.





**Discussion with CYPFEIF &
ALEC Fund recipient
organisations**

Corporate Fundraising Research



Research

- ▶ Strategic fit?
- ▶ What are their objectives/mission/values
- ▶ Do your ethics align?
- ▶ Who do you know?
- ▶ Who makes the decision?
- ▶ How do they support charities?
- ▶ Previous charity partnerships

Research



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Mini-exercise - research

Where could you find out the information you need?

Planning – what relationship do you want?

- ▶ **Marketing related:** Cause related marketing, sponsorship, promotions, licensing.
- ▶ **Employee related:** Charity adoption by a company (Charity of the Year), employee volunteering, challenges, employee fundraising, payroll giving.
- ▶ **Other:** Donations, gifts in kind, secondment.

Planning

- ▶ When is the right time to ask?
- ▶ Who should ask?
- ▶ What area of work would interest them?
- ▶ What can we offer?

Mini-exercise 2

Again thinking about your own organisation, what type of relationship do you want to have with that corporate donor and why?



Cultivation

- ▶ Getting to know each other – are you a good fit?
- ▶ Aims of the meeting – what outcomes do you want
- ▶ Information about the company and your contact
- ▶ Who can you take with you? Is it appropriate?
- ▶ What support can you actually offer the company? Be honest!

Solicitation

- ▶ How to make the ask
- ▶ What is the process and timescale?
- ▶ When will the decision be made?
- ▶ How will you find out?
- ▶ Will you get feedback?



Mini-exercise - solicitation

In pairs, practice making the ask to your corporate partner. One person being the potential corporate partner and the other the charity. Then swap.

You can take time to write your ask first

You're successful!



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Now what?

Stewardship

- ▶ Most important part of the relationship
- ▶ Appropriate level of support
- ▶ Contract/agreement
- ▶ Communication methods and meeting dates
- ▶ How do they want to be recognised?
- ▶ What is your relationship management strategy?
- ▶ What can you offer that other charities can't

Renewal

- ▶ Honest review of the partnership
- ▶ Multi-year partnership
- ▶ Who do they know?
- ▶ Can you grow the relationship to include other methods of support
- ▶ Leads of Major Donors, Trusts etc

Final exercise

Thinking about stewardship, how do you or could you support your corporate partner so that you are both getting the best out of the relationship. What can your charity offer that is valuable? What can the corporate partner offer you?

Thank you

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