

How to Build Truly Corporate Partnerships

© Layla Moosavi

Laylam11@hotmail.com

November 2016

“A good solid partnership where there is mutual respect, benefit and understanding is key in a truly successful corporate relationship.

This session looks at how we as fundraisers, can look to achieve that level of partnership with our sponsors and how we can secure the partnership in the first place.”

part-ner-ship (*pahrt-ner-ship*) *n.*

a cooperative relationship between people or groups who agree to share responsibility for achieving some specific goal.



Outcomes

- **What are the different elements of corporate fundraising?**
- How corporate fundraising has changed over the years?
- **What is true partnership and how does that apply to Corporate fundraising?**
- What are the benefits of partnerships?

Fundraising – Definition

- Fundraising (also development) is the process of soliciting and gathering contributions as money or other resources, by requesting donations from individuals, businesses, charitable foundations , or government agencies. (wiki)

Sponsorship- Definition

- Sponsorship is a cash and/or in-kind fee paid to a property (typically in sports, arts, entertainment or causes) **in return** for access to the exploitable commercial potential associated with that property. (Wikipedia)
- **It is not a philanthropic donation.**
- Sponsorship is where the company **will expect something in return** – it is similar to a business transaction where both parties expect benefits in return.



FIND AND KEEP

sponsors



dsc

directory of social change

Partnership – Definition (wiki)

- A **partnership** is an arrangement where parties, known as [partners](#), agree to **cooperate** to advance their mutual interests. The partners in a partnership may be individuals, [businesses](#), [interest](#)-based [organizations](#), [schools](#), [governments](#) or combinations. [Organizations](#) may partner together to increase the likelihood of each achieving their mission and to amplify their reach.

Partnership elements

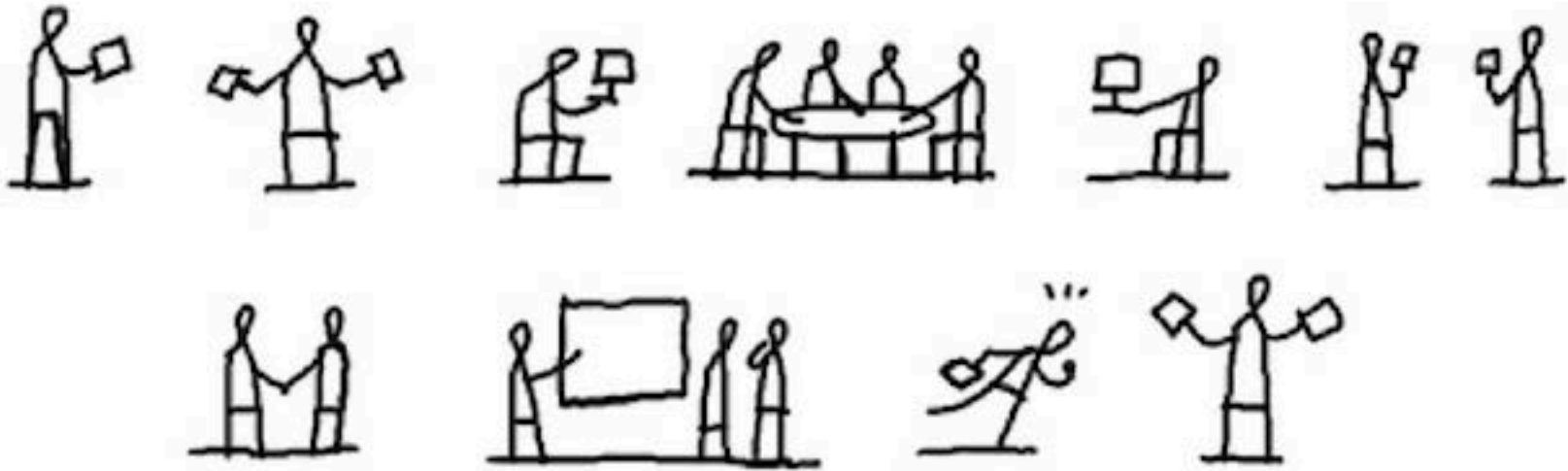
- Business: two or more companies **join forces** in a joint venture
- Partnerships present the involved parties with complex **negotiation** and special challenges that must be navigated unto agreement.
- Overarching goals, levels of **give-and-take**, areas of responsibility, lines of authority and [succession](#), how success is evaluated and distributed, and often a variety of other factors must all be negotiated.

Partnership agreement (Wiki)

- Once agreement is reached, the partnership is typically enforceable by [civil law](#), especially if well documented.
- Partners who wish to make their agreement affirmatively explicit and enforceable typically draw up [Articles of Partnership](#).
- **Trust and pragmatism** are also essential as it cannot be expected that everything can be written in the initial partnership agreement, therefore quality governance^[3] and **clear communication** are critical success factors in the long run.
- It is common for information about formally partnered entities to be made public, such as through a press release, a newspaper ad, or public records laws.

What do you define as a true partnership?





COMPANIES ARE MADE
OUT OF PEOPLE

Essential Partnership Elements

- Both parties
- Agree/agreement
- Mutual interest
- Achieving Mission
- Goals
- Give and take
- Responsibility
- Authority
- Respect
- Listening
- Research
- Monitoring
- Success
- Trust
- Clear Communication
- Information made public (transparency)
- Joining forces
- Responsibility
- Negotiation
- Evaluation
- Understanding
- Preparation
- Information
- Pricing and packaging

Corporate Fundraising

Company Donation/CSR

- Application process
- Criteria based
- Requires evaluation report
- CSR may include volunteering and Pro-bono
- Employee engagement
- Match funding and Pay roll giving
- Events and charity of the year
- Can be similar to large trust and foundations
- Not a business transaction
- It is a philanthropic donation
- International and National criteria
- Local giving

Sponsorship

- **Company Donation/CSR**
- Application process
- Criteria based
- Requires evaluation report
- CSR may include volunteering and Pro-bono
- Employee engagement
- Match funding and Pay roll giving
- Events and charity of the year
- Can be similar to large trust and foundations
- Not a business transaction
- It is a philanthropic donation
- International and National criteria
- Local giving

Preparation is key to success

- Preparation
- Thinking out of the box
- Mutual respect
- Transparency
- Understanding your organisation and your funder
- Information and research
- Pricing and resource check
- Confidence and room for negotiation

Internal and external Preparation



**BEHIND
THE SCENES**

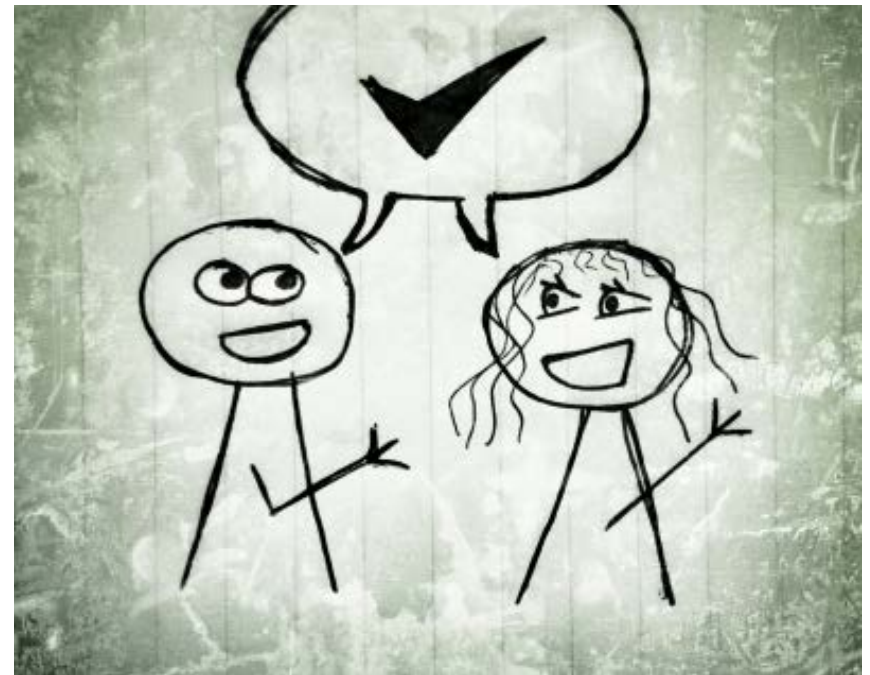
Internal preparation

- Understanding your organisation
- Case for support
- Funder & resource audit
- Planning
- Strategy
- Organisation and fundraising synergy



Understanding your organisation

- Vision and Mission
- Objectives
- Positioning
- Strategy
- Ethics/values



Case for Support

- **What is unique about your organisation (USP)?**
- Are there similar organisations that do what you do?
- **How does your organisation stand out and differ from similar causes and organisations or service providers?**
- What are the specific needs of your organisations/project?
- **How many people do you directly help?**
- Are you national or local?
- **If you did not exist what would happen?**
- Useful statistics about the need and the problem?
- **Is there a current gap you are trying to fill?**
- Are you a leader in your field?
- **What is your objective and why do you need the funding?**

What kind of partnership benefits can you offer a company?

Be objective

Think outside the box



Putting yourself in companies' shoes

- **Charity audience reach-direct and/or indirect ?**
- Is the charity demographic group of interest to a company?
- **Does charity reach any particular demographic sectors ?**
- How beneficial is brand association to a company?
- **Does the charity offer any money can't buy experiences?**
- How can the company potential earn more sales and revenue ?
- **Are there other ways to get the company on board as starting point ?**
- Are there any CSR benefits?
- **Are there any employee benefits ?**

- **Any PR or sales benefits for the company?**
- Any potential celebrities involved?
- **Can both parties offer from a pro-bono/in-kind experience?**
- Could a supplier benefit from getting involved
- **Can charity history/reputation make a difference?- old or new charity?**
- Can you show case studies and examples of what has worked?
- Can you focus on online partnership?
- Is the charity a leader in its field?
- Is there anyone else offering similar services?
- Can a consortium work?

Business case for support

Charity audience reach- direct and indirect

Charity's demographic group of interest to a company

Does the charity reach any particular demographic sectors ?

How beneficial is brand association to a company?

Does the charity offer any money can't buy experiences?

Do you share the same values?

How will this be cost effective?

Will there be a return on investment?

What can you offer a company?

- Celebrities
- PR
- Target demographic/test marketing/product placement
- Sales revenue
- Advertising platform
- Consortium
- Online partnership
- CSR and pro-bono
- Synergy
- Membership/access to members
- Employee retention/motivation/recruitment
- Corporate Hospitality
- Brand



External preparation

Prospect Research identify funder/sector)

Relationship building (mutually beneficial mindset)

Approaching sponsors (cultivation strategy)

Presenting your pitch (Ideally after initial meeting)

Understanding a sponsor (research their potential needs)



Preparation

- **Understanding your potential sponsor- know your audience/funder**
- Invest time in finding out about them
- **Approaching potential sponsors effectively**
- Content of initial email/phone conversation
- **Preparation for meeting prospective sponsors pre-pitch stage**
- Preparing the pitch/proposal
- **Presentation**
- Relationship building turned to long term partnership
- **Cultivation and evaluation**

Prospect research basic template

- Any up to date news or articles about the company and the contact person?
- Where does the company stand within its industry-positioning?
- **About their company**
- How do they see themselves as a brand/company?
- **What are their key objectives?**
- What are their marketing objectives?
- **Do they have a track record or previous support of charities and/or arts organisations ? Is it similar?**
- How the sponsorship was allocated and proportioned in the past? E.g. percentage to arts, charities, voluntary organisations, events
- Are there any funding/sponsorship guidelines
- **Are they a socially and culturally aware organisation? How?**
- What presence do they have in your area i.e. where your projects are based?
- **Why would they want to support you?**
- What are their motivations?
- **How was meeting arranged?**

Monitoring and evaluation

Learning from each partnership, successes and challenges helps strengthen and build future projects and potentially develop long term partnerships.



part-ner-ship (*pahrt-ner-ship*) *n.*

a cooperative relationship between people or groups who agree to share responsibility for achieving some specific goal.

