

Steps to Success

Webinar

16 March 2023





Acknowledgement of country

Before we begin... a bit about us



**BePartner[®]
Ready.com**
Do more. Be more.



We are in Warburton....







3 critical distinctions

① 4 purses

② Timing

③ Cakes &
muffins



1 The 4 Purses

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**BePartner[®]
Ready.com**
Do more. Be more.

The 4 Purses



1

**Human Resources
Purse**



BEIJER REF

New Zealand



**Conservation
Volunteers
New Zealand**

The 4 Purses



1

**Human Resources
Purse**



2

**Philanthropic
Purse**



Make your dreams
mean something

Help solve cancer while you sleep!



Garvan Institute
of Medical Research



Vodafone
Foundation

The 4 Purses



1

**Human Resources
Purse**



2

**Philanthropic
Purse**



3

**CSR (Corporate Social
Responsibility) Purse**

In Partnership

As part of its relationship with Big Brothers Big Sisters, The Walt Disney Company Australia and New Zealand developed the technology that powers OurSpace. Bigs and Littles will have the ability to incorporate Disney and Pixar characters into the actual interface, allowing for tailored and personal experiences and interactions for each relationship.

Collaborating helps build the relationship between Bigs and Littles. OurSpace features games, videos and activities that they can experience together online including cooking, gardening, dancing, creating a science experiment and more.



[Learn more about Disney's work in the community](#)

OURSPACE

Explore infinite possibilities

Login



CSR Purse

The 4 Purses



1

**Human Resources
Purse**



2

**Philanthropic
Purse**



3

**CSR (Corporate Social
Responsibility) Purse**



4

**Marketing
Purse**



Behaviour change messaging



Nestlé NZ



Nestlé

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**Language is
important...
it unlocks the
purse**



The Four Purses

Within the Corporate & Business sector we've identified that there are 4 Purses – that is, 4 separate areas/departments where changemakers & non-profits can unlock cash (as well as other awesome things). It's important that you know which purse you're targeting because it's one of the critical success factors in securing corporate partnerships. Once you know which Purse you're targeting, you'll know some crucial

things including: The reason for their investment; the size of the budget; the language used by the purse holder; the time of year that funds are allocated; and their ROI (Return on Investment) measures.

Apply this thinking when approached by corporates also. Simply asking for their job title will reveal **so much**.

Once you know which Purse, you'll be able to ask the right questions, make the approach in the right way and ultimately put forward a proposal that meets their particular needs. It's possible for a large company, Westpac or Wesfarmers for example, to partner with non-profits within each of the Purses.

Here are the 4 purses:



1. Human Resources Purse

Reason for investment

- Staff engagement & volunteering
- Increase pride, loyalty and motivation
- Satisfy demand of Millennials to do good at work
- Build compassionate leadership and teamwork skills
- Support a CSR strategy/contribute to community

Size of purse

- Typically small, sometimes only costs covered
- Smart charities are charging a fee, or you can offer exclusively to partners & sponsors that are supporting you financially

Purseholder job title

Head of Human Resources, People & Culture, VP of HR

ROI Measures

- Increase in staff motivation & pride
- Enhance work-life balance



2. Philanthropic Purse

Reason for investment

- Fulfil on social purpose, make a social impact
- Tax deduction
- Ring-fenced giving (not impacted by company performance)
- Sometimes, due to a personal relationship (or Chairman's Chequebook)
- Sometimes required by Government or Industry to win contracts
- Demonstrating Industry leadership
- Part of their culture / set by Founder / Religious roots

Size of purse

- Medium, can be fragmented
- Often broken up into lots of small grants, especially if a Foundation

Purseholder job title

Head of Philanthropy, Head of Foundation, Chief Giving Officer, Community Relations or if a small company it can be HR, CEO, CFO or Corporate Affairs

ROI Measures



3. CSR (Corporate Social Responsibility) Purse

Reason for investment

- Stakeholder, lobby group & customer pressure
- Desire for more sustainable business
- Solving social problem is advantageous to their business
- Minimise negative impact on environment & community (reduce reputational risk)
- Earn their 'licence to operate'
- Increasingly required by Government or Industry to win contracts
- Demonstrating Industry leadership
- Creating more diversity
- Reduction in wastage = cost savings
- Differentiation in the marketplace

Size of purse

- Large, complex and growing
- Not all companies are embracing CSR

Those on the journey are investing millions



4. Marketing Purse

Brand-aligned partnerships
Sponsorships
Cause Related Marketing

Reason for investment

- Leverage their CSR or sponsorship investment & activity
- Differentiation in the marketplace (products & services)
- Demonstrate social good to customers
- Desire to be famous for a social cause
- Increased sales on product or service
- Reach new markets
- Build trust and brand
- Attract socially conscious millennials as customers & staff
- Demonstrate or sample product (in a sponsorship/event)
- Reposition brand

Size of purse

- Typically, largest of them all

2 Timing Is Critical



③ Cakes & muffins



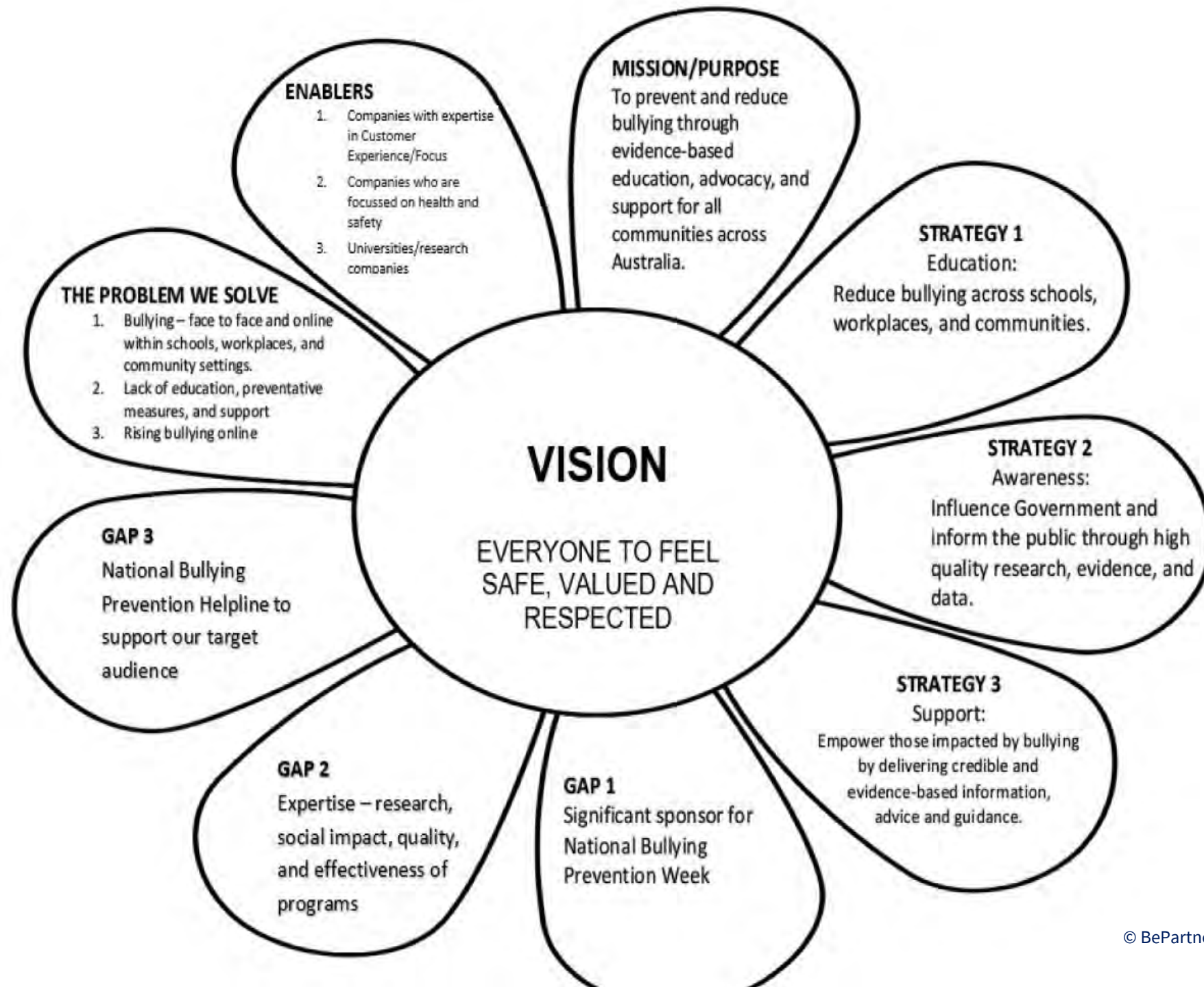
7 Steps to success



The BePartnerReady.com® Process

**Getting started
Set your Corporate
Partnerships
Intention**





BULLY ZERO Corporate Partnerships INTENTION 2020/21

1

Secure 3 x brand aligned partners to provide untied funding @ \$180,000 pa x 3 years. Secure by June 2022

2

Secure 1 partner for mass market awareness campaigns addressing bullying @ \$200,000 in-kind x 3 years. Secure by May 2023

3

Secure 1 x sponsor for the National Bullying Prevention Hot Line @ \$150,000 a year x 3 years. Secure by June 2023





1



SWOTA

Identify your organisational Strengths, Weaknesses, Opportunities & Threats, create Action list to leverage & address them.



2

Assets inventory & valuation

Compile an inventory of your organisations' Assets that would appeal to a partner, using our unique Ph formula, place a \$ value on each.



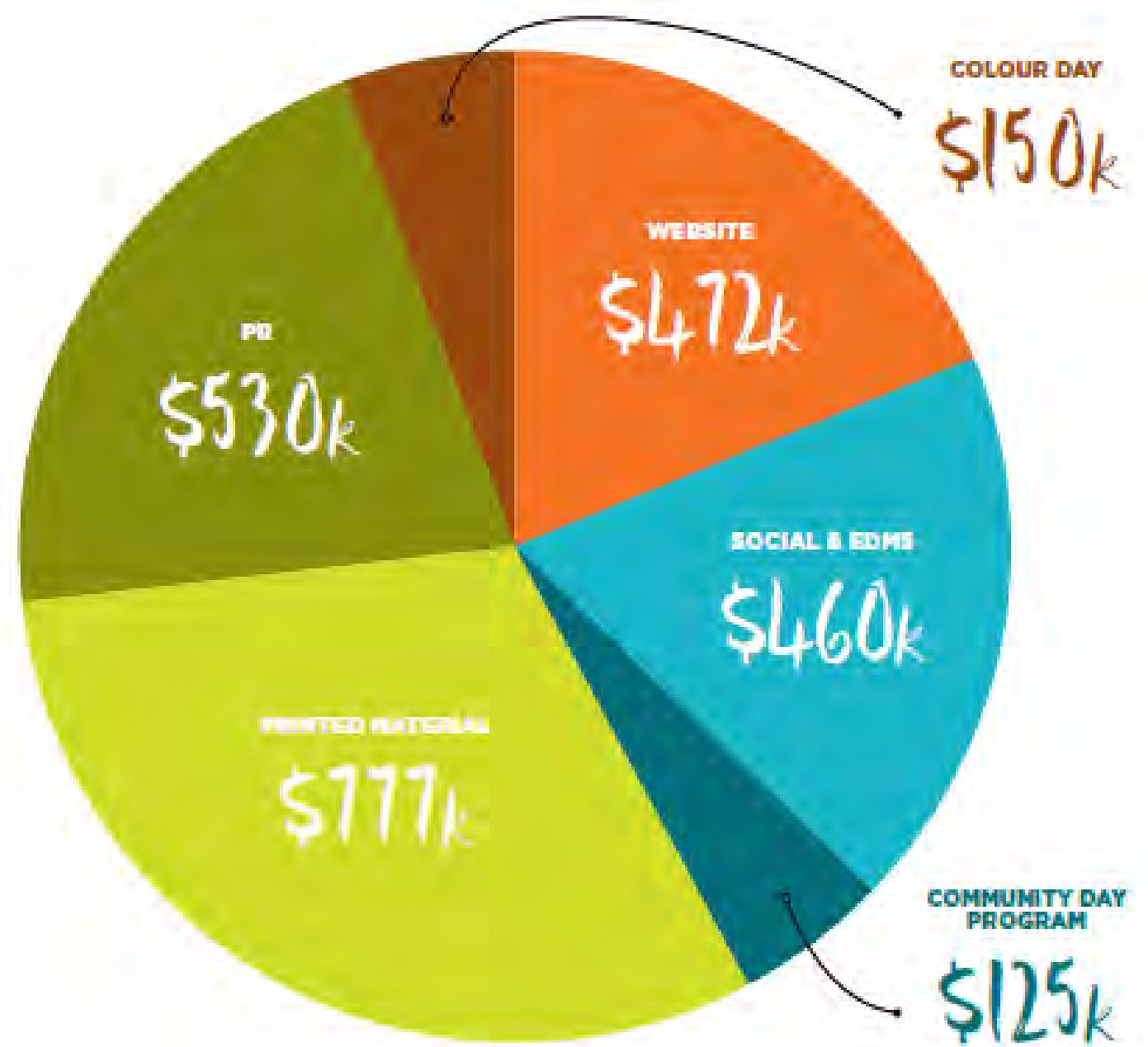
BePartnerReady.com®

Includes:

**The Ph Formula –
world first DIY Asset
valuation**



VALUE OF BRANDABLE ASSETS \$2.5M



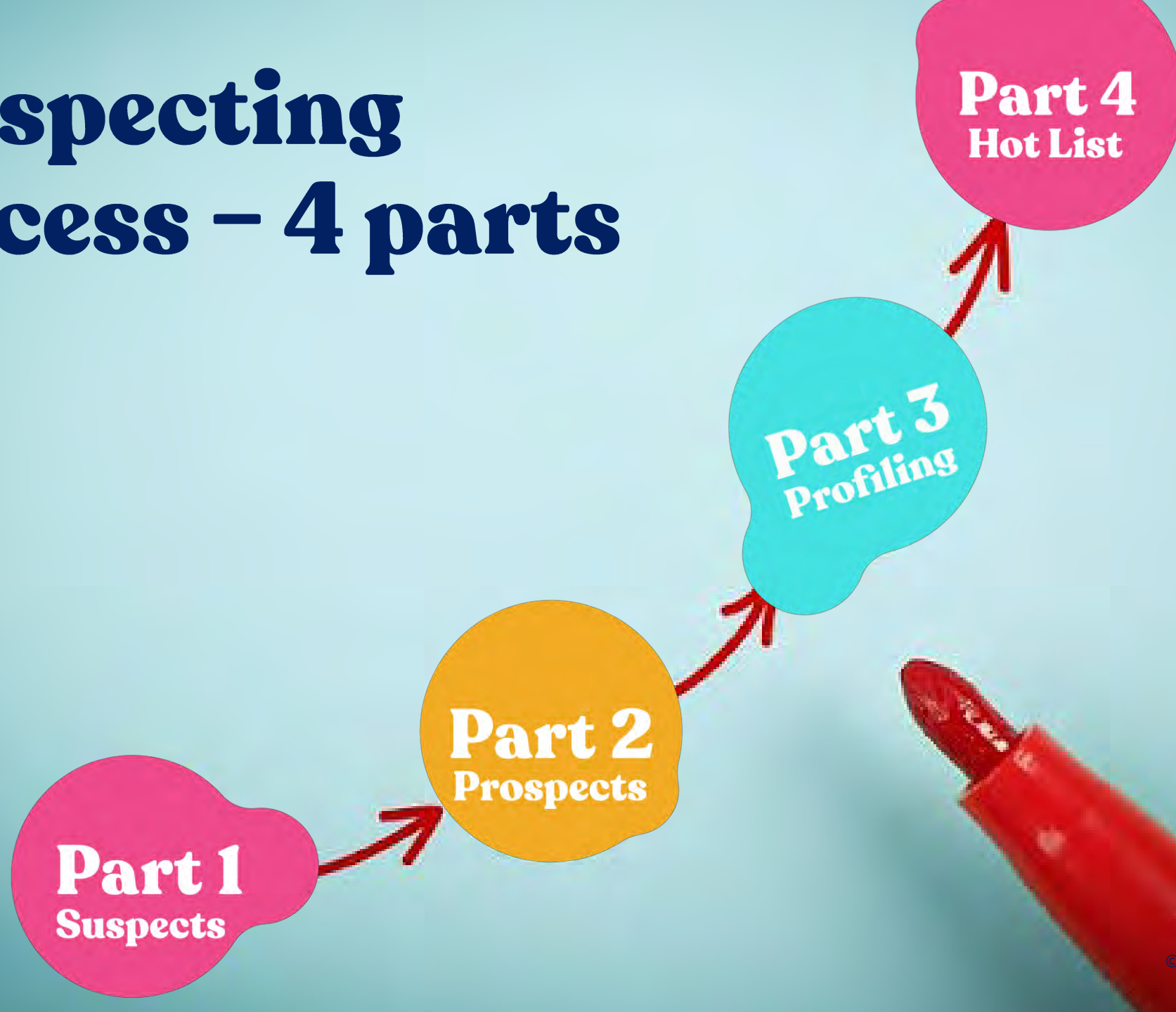
3

Prospects list

Identify corporates,
businesses & brands that
fit with your organisation
across 7 categories
Suspect List > Prospect List
> Hot List.



Prospecting process – 4 parts





***Greening
Australia***

SUKIN X REEF AID

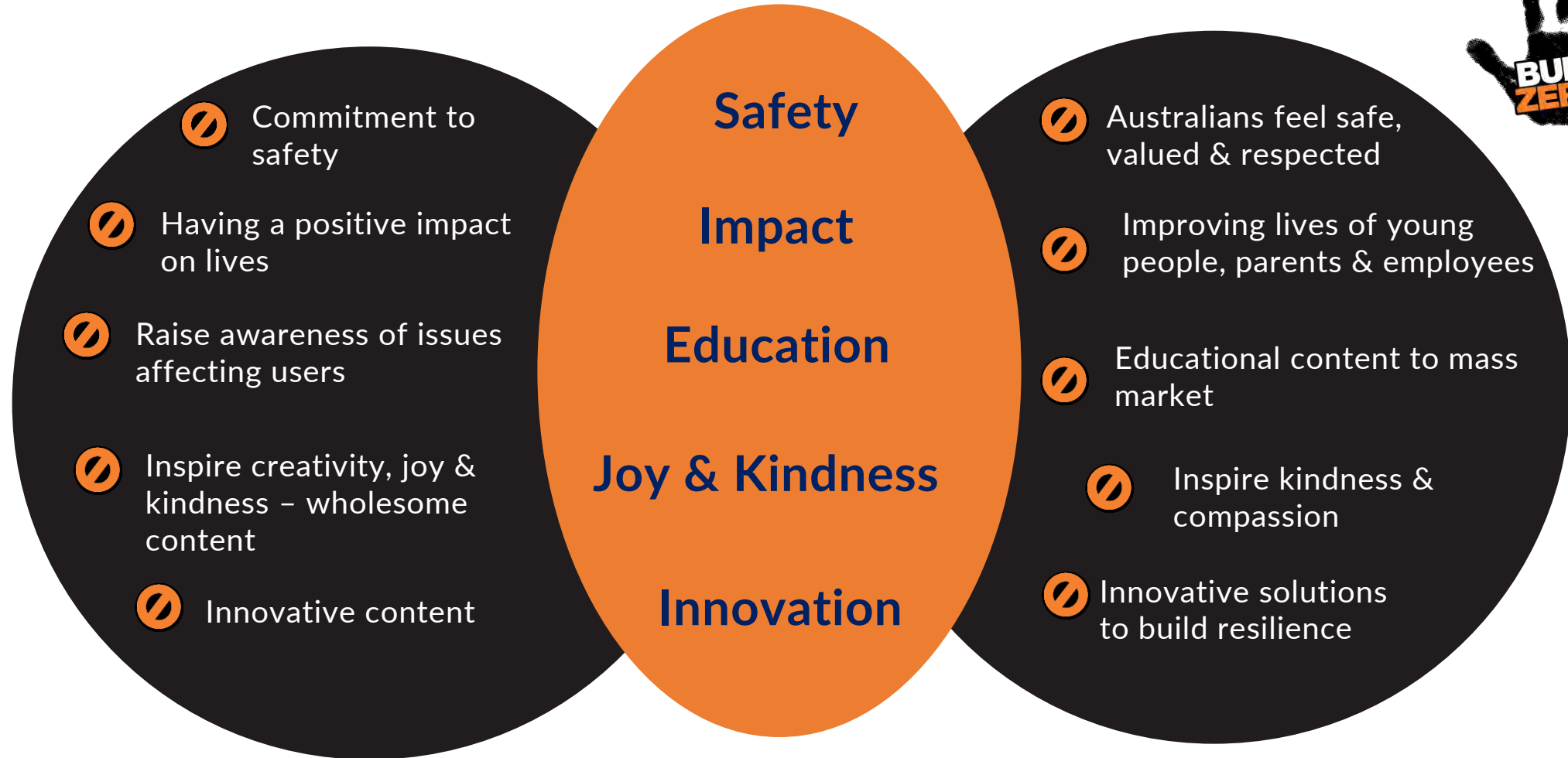
4

Credentials presentation

Compile compelling
slide-deck for first
meeting with corporate
& business prospects.



WE'RE A GREAT FIT!



5

Partnership model

Place a \$ value on your brand, using our unique system, create your Corporate Partnerships Model and Rules of Engagement



BaFF
(Brand Affiliation Fee)



Equip our teams on the ground with the investment needed to develop safe and resilient communities



Equip parents with positive parenting resources



Transform the speed at which we respond to disasters in the Pacific and triple our investment levels



Equip educators with practical child rights resources through our Education Hub



Transform our brand recognition through mass market promotion



Deliver advocacy campaigns (eg. affordable housing) to affect change at government level



Save the Children

MOBILISATION MODEL

Equip. Deliver. Transform.

NZD\$200,000





Our major partners



[See all our sponsors](#)




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Australia's best value pet insurance

If you find a lower comparable quote, we'll beat it[^]

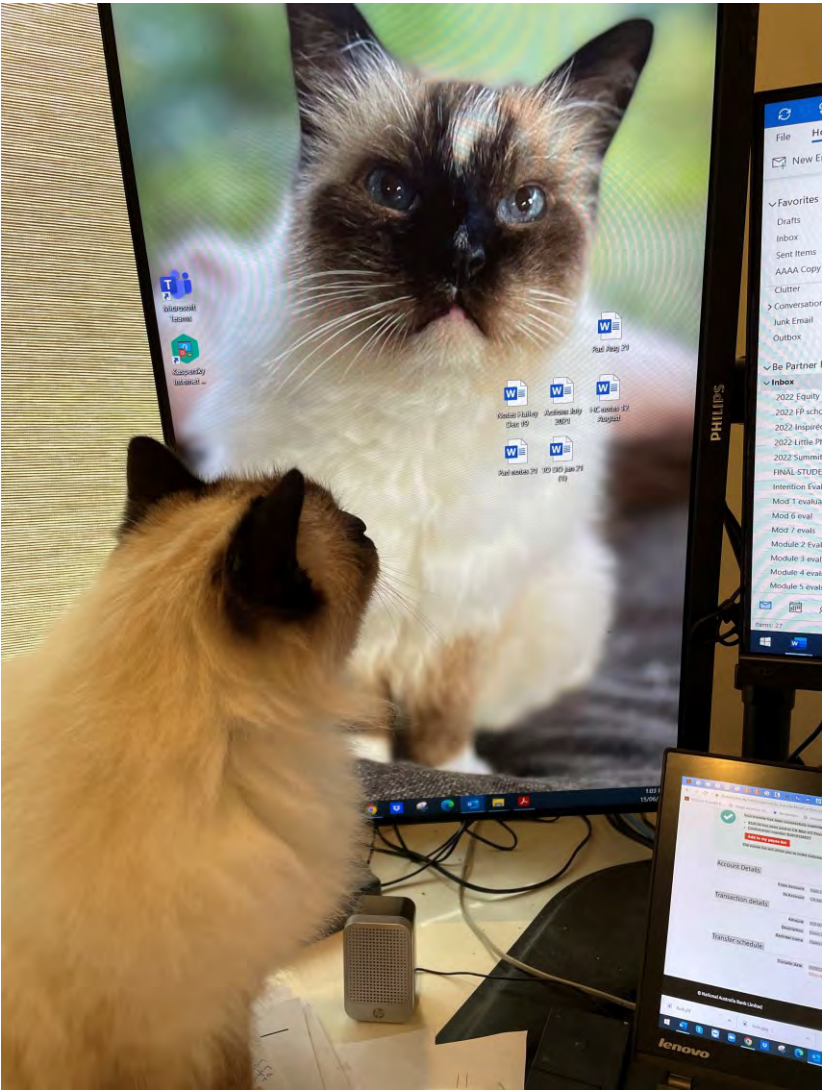
[Get a quote >](#)



PetRescue
\$10 from every new policy helps a pet find a home



Hailey's cat willow



Finalisation & Review Management & Board approval





6



The approach

Finalise Hot Lists.
Craft compelling emails
to send to the right
person at the right time.





7



Secure partners

Meet & negotiate with
interested corporate &
business prospects.



7 Steps: Free Infographic



Why do charities fail?





**BePartner[®]
Ready.com**

Do more. Be more.

“Readiness”



Bully zero



CASH
\$1.6M



AWARENESS



DIGITAL



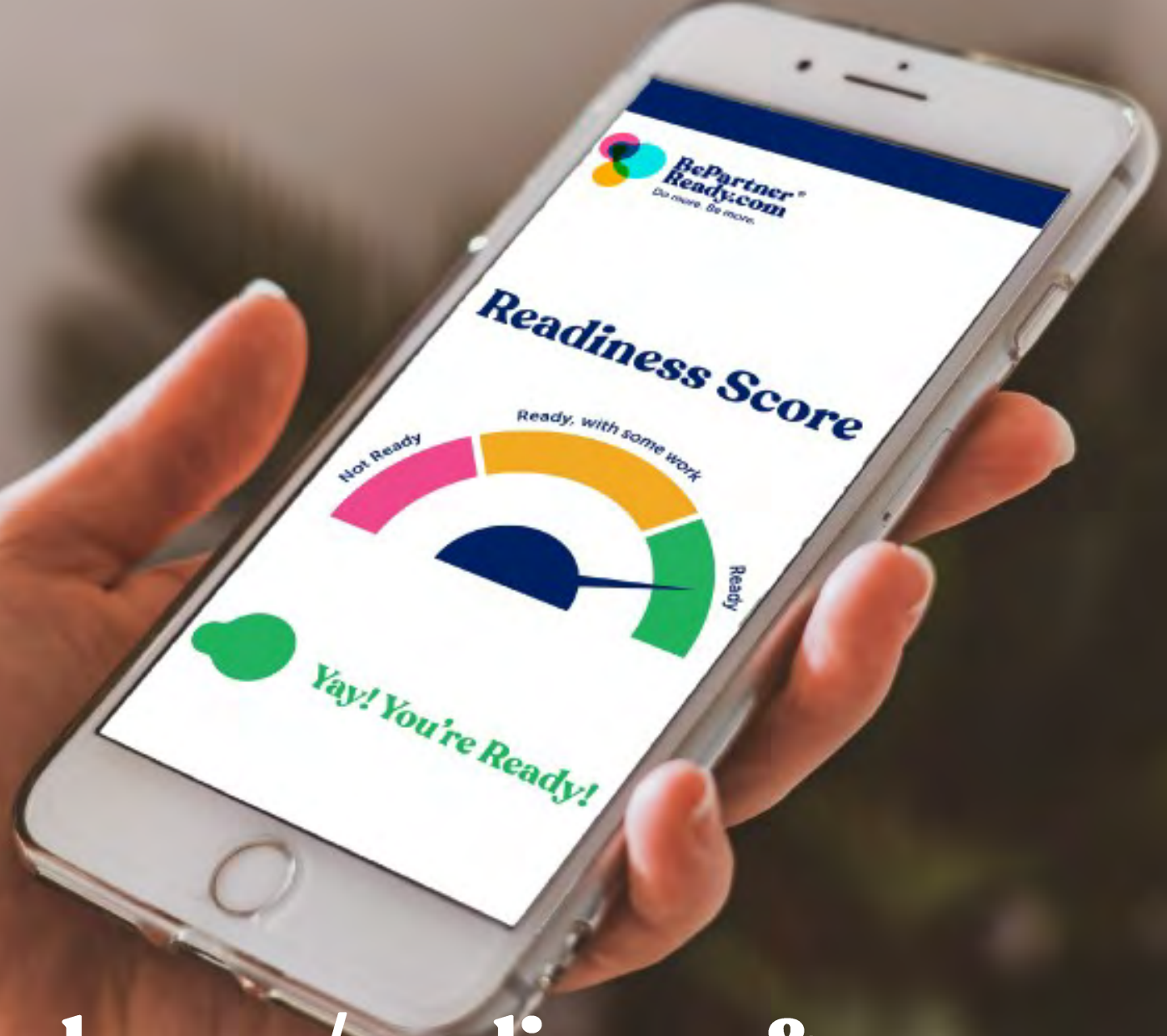
Helpful Resources

- Readiness Q&A – FREE
- 4 Purses [Infographic](#)
- 7 Steps [Infographic](#)
- Set your Intention – FREE
- [Workshops](#) April 2023

WHAT'S MY BRAND WORTH ? (to corporates)

19 April 2023





www.bepartnerready.com/readinessq&a

Readiness Score





**“Luck is what happens
when preparation meets
opportunity”**

Roman philosopher Seneca



Thank you

Q&A

Connect with us

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