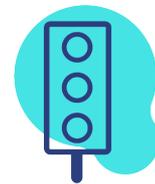


Readiness Q&A Questions

1. Is your organisation a registered charity with DGR-1 status?
2. Is your organisation a for-purpose company or social enterprise?
3. Is the reach of your organisation's services:
 - International
 - Australia wide (every state)
 - Eastern Seaboard ie. Syd, Melb, Bris
 - Two States
 - One State
 - Regional
 - Local
4. Does your organisation have a Board-approved vision, mission and/or purpose statement?
5. Does your organisation have a distinct 'Brand identity' document, with ratified brand controls (ie. Style guide, logo, creative collateral etc.)?
6. Does your organisation have a distinct and ratified 'Brand Architecture' document with at least one of the following formalised brand assets (ie. A brand personality, brand values, brand essence)?
7. Is your organisation aligned and unified on your Vision & Mission (eg. If Federated you are working collaboratively and in unison)?
8. Is your organisation currently measuring its social impact?
9. Does your organisation have at LEAST two great stories that effectively communicate what your organisation does, and the impact it has?
10. Assuming you answered 'yes' to the above, are these stories well crafted and presented in a compelling format for public exposure?
11. Does your organisation measure its level of trust amongst the general population/consumer?
12. Is building your organisation's brand awareness a priority for your CEO & Board?
13. Does your organisation have a marketing plan (we're not talking about a fundraising plan), which includes a social media strategy, and plan?
14. Has your organisation created a role and/or identified a person who has the authority to implement a corporate partnerships strategy, including pitching, securing and managing corporate partnerships?
15. If yes, does/will this person work full time within your organisation?
16. Are you the person identified above, i.e. you will be implementing the strategy?
17. Does this person have the following skills: clear communication, confident at negotiation & closing deals, goal-oriented and embraces abundance thinking (as opposed to scarcity thinking)?
18. Is this person confident to stand up and pitch to a room full of decision makers?
19. Does this person have direct access to your organisations' CEO?



20. Does this person have direct access to your organisations' Board?
21. Does this person have at least one day per week for the next seven months to devote to implementing a corporate partnerships strategy?
22. Is your organisation clear that it wants to secure mutually beneficial corporate partnerships and sponsorships rather than secure philanthropic donations from corporates?
23. Has your organisations' Board made a strategic decision to pursue corporate partnerships?
24. Corporate partnerships is a long-term strategy, and requires at least 7-12 months of investment - mostly time - before seeing a tangible result. Do you agree?
25. The most valuable thing a corporate partnership can give you is money. Do you agree?
26. There is no optimum time to pitch for corporate partnerships, just when your organisation is ready to do so. Do you agree?
27. Is your organisation intending to conduct a strategic review in the next 12 months that could impact your organisations' core mission, direction or lead to a name, logo change or brand refresh?
28. Do you have *internal* challenges within your organisation that may affect approaching corporates (eg. Federated model, state-state conflict, lack of Board support, dysfunctional systems, strict ethical guidelines, old fashioned board stuck in philanthropy)?
29. Does your organisation have *external* factors that you believe may impact your ability to successfully approach & secure corporates partners (eg. recent bad publicity, scandal, zero awareness, dominant competitor etc.)?
30. Does your organisation have (or is working on developing) a clear and specific intention and/or goal for pursuing corporate partnerships?
31. Does your organisation have a clear rationale for the pursuit of a corporate partner?
32. Assuming a corporate partner will deliver money amongst other benefits, are you clear on what the money will fund?
33. Can your organisation offer tangible benefits to a corporate partner (eg. volunteering opportunities, exposure, credible relationships, celebrity ambassadors, subject-matter experts, photo opportunities, emotive stories for social media etc.)?
34. Does your organisation require a corporate partnership immediately (within three months) to fulfil a short-term goal (defined as within 6 months)?
35. Is your organisation ready and willing to align your brand publicly with a corporate partner – not just take its money?
36. Does your organisation have popular appeal and/or awareness with the general public and consumers?