of content and push it through all your digital channels. Break it up, format it differently, write shorter vs longer ads, and create shorter videos. Think mobile-first, so develop shorter vertical videos for mobile and different, simple landing pages for mobile. Also, look at your various target audiences and develop different creative that connects with them. Creating a 'persona' can really help bring this to life and make copywriting much easier.

3 **Take donors on a journey** Don't make donors click and then go quiet! Investing in well thought out digital journeys that complement your offline activity is a must. Onboard properly with an engaging, delightful sign-up experience, use case study videos to deepen understanding of your cause, surprise and delight with updates, send an SMS and make an irresistible offer to donate again. With automated triggered email journeys being easier than ever to set up, there really isn't an excuse to delay.

4 **Invest and test** Despite the great returns that digital fundraising can produce and the massive growth over the last few years, it's still a very under-invested area overall compared to more traditional fundraising channels. Getting great results and building online programs to scale takes time, resources, investment and buy-in from your organisation. It generally doesn't happen overnight and, despite the instant feedback of digital, an adequate budget (and time) to test, learn and optimise so you can grow your digital fundraising is key!

When testing is done right, you can really hone the creative and campaign that works for you, and then you can quickly scale up cost-effectively. See it as an investment in your vision, not just an expense. F&P

CORPORATE PARTNERSHIPS
keep calm & partner on

Hailey Cavill-Jaspers Chief DoGoodologist, BePartnerReady.com®

As there are no direct metrics for the current level of partnering, I tend to look at factors that influence corporates and their propensity to invest in community. Things like the state of the economy, consumer confidence, trust in corporates, retail spending, etc. Whilst economic growth is slowing, it's still strong compared to other countries, however the rising cost of living and inflation are negatively impacting consumer confidence. There's mounting fear of a formal recession but, and it's a big BUT, that doesn't mean companies will stop investing in community and causes.

Those already on the CSR (Corporate Social Responsibility) path will not halt due to a recession, because CSR is a strategy that satisfies stakeholder demand, and the way to survive a recession is satisfying stakeholders. It's much the same with companies that are yet to invest in community projects — when consumers are more discerning about spending, the way to win them over is by demonstrating that your company/brand is doing good. Over half of Australian consumers say they'll switch brands this year to support a cause they care about (*Conscious Consumer Research Report*, November 2021). I'm also seeing a resurgence of brand-aligned cause partnerships and cause-related marketing, again driven by consumers who want to see what companies are doing, not just rhetoric.

THE WHY AND HOW

More nonprofits are partnering with companies and brands to achieve their mission, which is fantastic because companies are so much more than a cash cow. They can provide mission-critical expertise, bodies on the ground for major events and programs, and help get behaviour changing messaging out to a mass audience. A fantastic example of this is RU OK? partnering with KitKat to get the mental health question out to millions of Australians through more than 6000 chocolate packs and a mass market media campaign. Corporates and, in particular, FMCG (fast-moving consumer goods) brands are brilliant for disseminating behaviour-changing messaging, as well as building brand awareness. Another great example of a small charity punching above its weight is Bully Zero, which partnered with lifestyle brand Green Nation Life with a cause-related marketing campaign throughout Coles during November. Once again, a fantastic way to get the anti-bullying messaging out, as well as generate dollars for the cause.

MY BOLD PREDICTION

Whilst it's looking very likely that Australia will enter an official recession (three consecutive months of economic contraction) in the coming year, I predict that corporate investment in causes will remain buoyant or grow because in tough times, companies will have to work harder to attract and retain staff, keep shareholders satisfied, and retain customer loyalty. Advertising doesn't do this. Investing in causes can. Nonprofits need to gear up and be ready to form genuine, mutually beneficial partnerships as companies will need to justify expenditure and show a return on investment – in both societal impact and business outcomes.

There are two levels of readiness for nonprofits to consider when it comes to corporate partnerhips. Organisational readiness to embrace partnerships, and partner readiness, which mean you've got all the necessary documents you need to have genuine, mutually beneficial conversations with corporate prospects. Willing a corporate partner won't win you a partner — being ready and able will. F&P