

The Benefits of Investing in a Corporate & Business Partnership Strategy

Does your organisation see a Corporate Partner as just another line item in the budget? Or as a fantastic opportunity to enhance all facets of your organisation so that you can Do More of what you do best? Very few traditional fundraising strategies can bring so many rich and diverse rewards. A multi-faceted, mutually beneficial partnership with a Corporate (Business or Brand) that is a good fit, can be spectacularly lucrative.

Here's just 7 of the benefits:

"If I have seen further, it is by standing on the shoulders of giants"
Isaac Newton

1 Increased awareness

- When corporate partners promote your organisation to the mass market (i.e. through its advertising, social media or products - the latter called a CRM¹), your brand could reach millions of consumers.
- Your brand/organisation is seen as more credible, capable, valuable & more attractive to potential staff, volunteers, donors, partners, government.
- Ensure it's more than just your brand/logo; your work and stories must be shared to add substance.

¹Cause Related Marketing campaign

2 Reach potential donors

- When corporates talk about their partnership to customers, staff and members it exposes your work to a new audience.
- People can only donate to a non-profit they know about - what starts as a small donation could lead to a larger gift or bequest in the future.
- It's your job to measure & report on resulting donations – the more you demonstrate their customers & staff support you, the more the company will.

3 Provides untied Cash

- When a corporate's marketing arm joins their brand with yours, \$ raised from sales (CRM¹) or as part of the brand alignment fee – is untied.
- You're free to utilise this \$ for admin, infrastructure, marketing, staffing or programs that are hard to source funding for.
- Untied cash doesn't mean it's obligation-free – you still must deliver on the marketing benefits offered.

4 Provides \$ for programs/events

- With clearly articulated sponsorship packages (outlining the commercial benefits for the sponsor), corporates can provide \$ for major events, campaigns & programs.
- When the brand fit is perfect, the corporate may also invest significant marketing dollars to leverage their sponsorship – giving your event extra exposure and reach.
- Accurately valued Assets enables you to package & sell the value of the event/program (usually high, with some profit) vs the cost (usually low, with no profit).

5 Attract high calibre talent

- Increased exposure of your organisation will attract skilled staff & high calibre board members - potentially celebrities / ambassadors / influencers.
- High calibre executives generally want to work for an organisation that's going places and punches above its weight.
- Have an 'ideal skills bank' & ambassador strategy so you know when the right person approaches.

6 Expertise & resources

- Corporates have amazing resources & expertise, offering this to their partner.
- Meeting/conference rooms, office space, digital expertise, computer equipment & transport, products in kind, secondments, access to advertising & creative agencies, PR & social media agencies, video production, social impact audits, business planning, innovation hubs, introduction to suppliers & other corporates – the opportunities are endless.
- Don't underestimate how valuable this is and be pro-active – have a close look at your major costs as these could be offset, have a 'needs' list ready.

7 Skilled volunteers

- Millennials and Gen Z² are choosing to work for companies that offer paid volunteering opportunities, so they can contribute to society.
- Volunteering can be challenging for some non-profits, but creatively thinking about how to utilise a partners' staff can bring great rewards – consider executive mentoring, getting them to fundraise for you, immersive experiences, providing their particular expertise (as in 6) etc.
- If volunteering opportunities are limited, then reserve them to partners & sponsors – organisations that are financially supporting you – rather than giving it to any company that asks.
- Millennials will be the managers and company owners in a few short years so don't ignore this because it's too hard. Enrolling them now is a smart move as you're nurturing corporate prospects of the future.

² Millennials are aged 20-36, Z are aged 9-24 in 2019

"Great things in business are never done by one person; they're done by a team of people"
Steve Jobs

This free infographic is brought to you by BePartnerReady.com™, an online program that upskills non-profits & social enterprises in how to prepare for, seek & win Corporate & Business Partnerships. This enables them to do more of what they do best.

It has produced numerous multi-million dollar partnerships for organisations both large & small, global, local & federated across Australia. Student intake is for 7 weeks only mid-year.

Say G'Day at BePartnerReady.com



BePartnerReady.com

In partnership with

marlin
marlincommunications.com