

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:



"If I had an hour to solve a problem and my life depended on it, I would use the first 55 minutes determining the proper question to ask"

Albert Einstein