

# Engaging Corporations in Your Watershed Work

Schuylkill Watershed Congress

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# Today's Session

- Building relationships and partnerships with corporations – more than just raising \$
- Reasons why corps partner with NFP
- Pros and Cons of relationships/partnerships
- Approaches to businesses/corporations

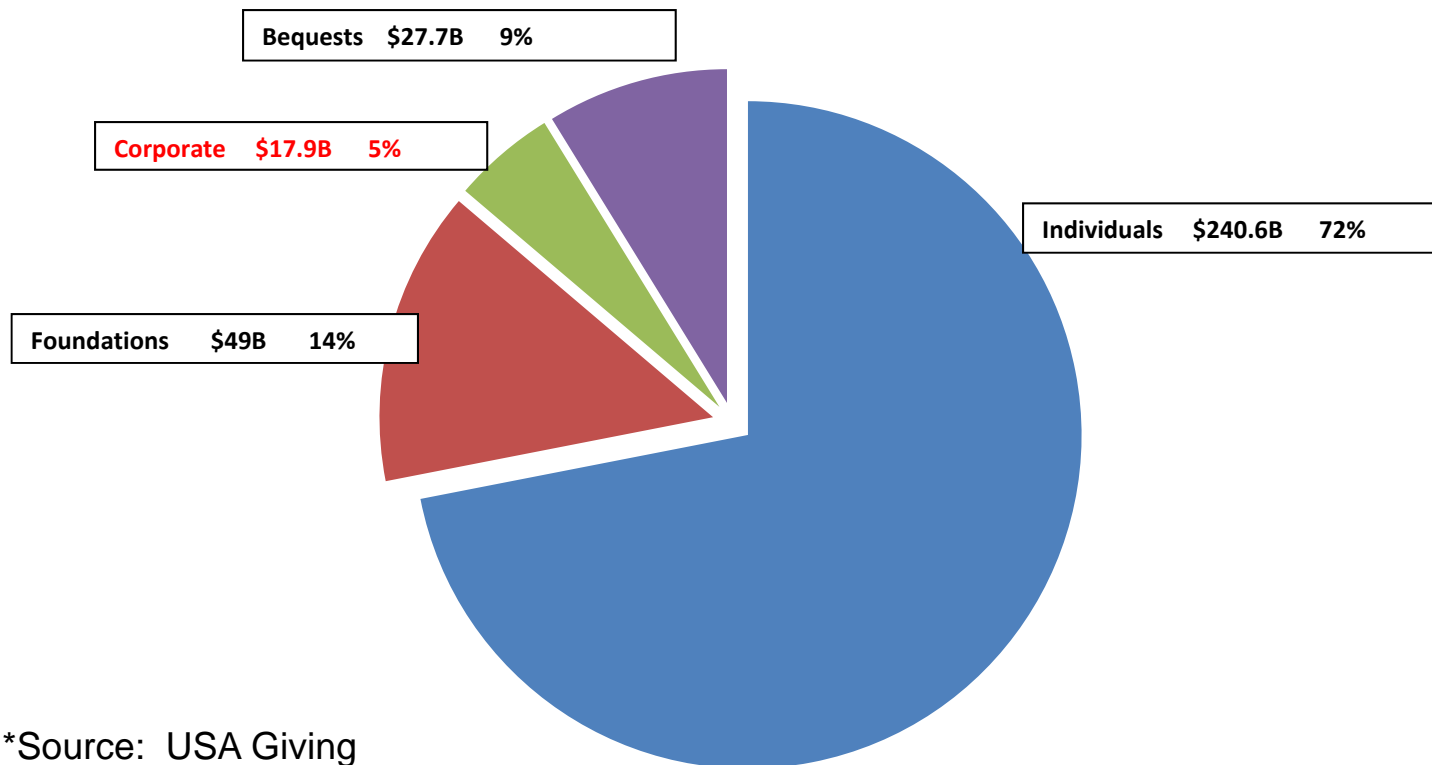


***“To raise money from a corporation,  
you need to think like one.”***

**RICHARD MALE**

# Sources of Contributions

## 2013 Contributions: \$335 Billion by source of contribution



\*Source: USA Giving

# Why Corporations Give

- They want to connect with the community
- To promote the company
- To receive recognition
- To gain tax and financial planning benefits
- To increase their profits
- **They are specifically asked**

# Relationship Building

**“People give to people”**

**Successful fundraising goes hand-in-hand  
with building relationships with  
prospective donors**

# Relationship Building

Identify – Inform – Interest – Involve



Invest

# Variety of partnerships

Funding

In-kind gifts

Volunteer

Event Sponsor

Promoter

Leverage other donors

Benefits for employees



# Partnerships vs Relationships

Both sides see the benefits from the relationship

Not a one-sided ask; but a negotiation

Not a one-time occurrence; lasts over a length of time

Results in impact for both

## Ask the question ...

**“What can my nonprofit organization do for this corporation/business?”**

# Three approaches

**Membership**

**Philanthropy**

**Marketing**

# Memberships

small dollars (hundreds, not thousands)  
gets your foot in the door

# Philanthropy

most common - \$1,000 – \$10,000 range given on a year-to year basis for specific projects.

The corporate giving staff is frequently housed in the public relations department;

# Marketing

## Cause-Related Marketing

- Billions spent every year to market goods and services.
- Assist the company in enhancing its image, reaching potential customers, or reinforcing existing customer relationships.
- Majority of corporate dollars going to nonprofit groups has come from marketing rather than their philanthropic budgets.

# Pros and Cons

- Evaluate these “opportunities”
- No “free” lunch; strings attached
- Mission appropriate
- A steady stream of funds for nonprofit
- Discuss with Board before entering any partnership

# Gift Acceptance Policy

A screen for review ...

- before entering into any corporate partnership
- before accepting any corporate gift



# Employee Engagement Strategies

Matching Gift Program  
Workplace Giving Program  
Employee Appreciation Days  
Learning/Demo opportunities  
Encouragement to volunteer

# Ideas to Engage Corporations

- Ad in publication
- Event sponsor
- Corporate Foundation grant
- Volunteer Day for Employees
- In-kind services/product
- Provide site/program for employees
- Share a day's profits
- NFP provides FFS for corp – rain garden, etc

# Start with your own ...

businesses w/which you do business such as:  
banks  
accounting firms  
office supplier  
insurance companies  
restaurant/caterer  
equipment rental  
others???

## In summary ...

- Consider approaching corps even if no connection... companies develop relationships after funding.
- Cultivate employees ... but never ask anyone to apply pressure to the corporate funder.
- Increase your org's visibility and positive reputation in the community - media coverage, public events
- If your org is small, relatively unknown, consider delaying an approach
- Evaluate your strategies and outcomes



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you need to think like one.”***

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*Questions*

# Resources

- “Fundraising Medicine: Creating Gift Acceptance Policies,” by Rick Cohen in *Grassroots Fundraising Journal* 2002
- “Fundraising from Corporations: Old and New Approaches” by Richard I. Male *Grassroots Fundraising Journal* 2004.
- “7- Step Non-Profit Plan to Attract and Keep Corporate Partners “ by Simon Mainwaring on Beth Kantor’s Blog
- River Network’s *River Fundraising Alert*
  - Working with Breweries and Roasters
  - Cause-Related Marketing for Small Nonprofits
  - In-Kind Gifts: 20 Rules of Thumb
  - Workplace Fundraising
  - Building Business Memberships Part 1 and Part 2

# Resources

## River Network Leadership Development Institute

<http://www.rivernetwork.org/LD-institute>

### Upcoming webinars:

- May 14<sup>th</sup>: Nonprofit Financial Management
- June 11<sup>th</sup>: Volunteer Recruitment & Management

<http://www.rivernetwork.org/effective-organizations>

## River Network FREE Organizational Assessment Tool

<http://www.rivernetwork.org/status-report-survey>





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