Objectives

• Learn how to position your organization to engage businesses successfully

• Understand the “supermarket” of corporate resources

• Gain insights into how to build lasting win-win lasting partnerships with businesses

Partnership:
Railroad-YMCA (1872)
Partnership: The First Modern Federated Fund Drive, Cleveland, Ohio (1913)

Partnership: AMEX and the Statue of Liberty-Ellis Island Foundation (1983)

Partnership: Hands Across America (1986)
Ways Corporations Give

• Aisle 1: Cash and Carry
• Aisle 2: In-kind Support
• Aisle 3: People Power
• Aisle 4: Sponsorship
• Aisle 5: Consumer Philanthropy
• Aisle 6: Civic Leadership

Aisle 1: Cash and Carry

• Corporate foundation grants
• Corporate contributions
• Employee matching gifts
• Workplace payroll deductions

Overview of Giving in 2012

Total estimated U.S charitable giving increased by 3.5% to $3.16 billion
Giving by individuals is estimated to have increased by 3.9%
Giving by foundations increased by an estimated 4.4%
Giving by corporations is estimated to have increased by 12.2%

Source: Giving USA 2013, Giving USA Foundation, researched and written by the Center On Philanthropy at Indiana University
Corporate Giving in the U.S.

- Median giving increased in 2012 for the first time since the recession to $25 million
- Donations of products continues to grow much faster than gifts of cash

Source: The Chronicle Of Philanthropy
Volume XXV, No.16
July 18, 2013

Aisle 2: In-kind Support

Google is supporting nonprofits by allowing them easier access to leading technology and creating a space for collaboration to minimize duplication of resources.

Aisle 2, continued: In-kind Support

- Facilities and office space
- Product donations
- In-house services

Operation Home Delivery with Habitat for Humanity
Aisle 3: People Power

The Taproot Foundation makes grants of professional consulting services. Grants are delivered pro bono by a team of 5-6 business professionals who volunteer their time and expertise to help a nonprofit in the Chicago, Los Angeles, New York City, San Francisco, and Washington, D.C. metro areas.

Aisle 4: Sponsorships
New York Road Runners Club and ING

Aisle 5: Consumer Philanthropy
Toms Marketplace – launched 11/05/13

According to the Edelman Public Relations Agency, when quality and price are equal, 53% of consumers ranked a brand’s activities on social causes as a decision-making factor in 2012, up from 42% in 2008.
Aisle 6: Civic Leadership
Facebook pushes for immigration reform and greater government transparency through an immigration reform advocacy group, FWD.us headed by CEO Mark Zuckerberg.

Plan of Action

Step 1: Prospecting

- Narrow your prospects by business sector
- Pick ten ‘low-hanging fruit’ companies
Business Research Tools,
Part 1
1. North American Industry Classification System:
   http://www.census.gov/eos/www/naics/
   The North American Industry Classification System (NAICS) is the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy.

Business Research Tools,
Part 2
2. Corporate Giving Online
   http://www.foundationcenter.org/findfunders/fundingsources/cgo.html
   Corporate Giving Online is an online database of corporate donors that support nonprofit organizations and programs through grants as well as in-kind donations of equipment, products, professional services, and volunteers. Subscriptions are priced from $59.95 a month.

Business Research Tools,
Part 3
(3) Corporate Affiliations: Online Businesses and Companies that Drive Global Business
corporateaffiliations.com

(4) Hoovers: Company Information
hoovers.com

(5) Securities and Exchange Commission EDGAR database
sec.gov/edgar.shtml
Step 2: Positioning Your Nonprofit

- Take an inventory of your assets that make you an attractive partner to businesses:
  - Reputation
  - Subject expertise
  - Track record of accomplishments
  - Vision, mission and values
  - Leadership
  - Constituency—both “customers” and “supporters”
  - Geographic location
  - Possible access to celebrities

Step 3: Enlisting Leadership

- Secure board approval of a corporate resource mobilization strategy
- Implement a corporate gift acceptance policy

Sample: Doctors Without Borders
http://www.doctorswithoutborders.org/donate/policy.cfm

Step 4: Choosing Initial “Supermarket” Aisle

- Aisle 1: Cash and Carry
- Aisle 2: In-kind Support
- Aisle 3: People Power
- Aisle 4: Sponsorship
- Aisle 5: Consumer Philanthropy
- Aisle 6: Civic Leadership
Step 5: Developing Materials

- Factsheet (including statistics, infographics, and photos)
- Partnership offer letter
- Meeting talking points
- Organizational pitch script
- Web site readiness

Step 6: Making the “Deal”

- Rehearse your organizational pitch
- Find a door-opener and/or ambassador to set up a face-to-face meeting
- Demonstrate in the meeting your knowledge of the company’s interests, and how they dovetail with your own
- Be clear on what’s in it for the business and how a partnership is a win-win for the company and your organization
- Explain that you are looking for an ongoing mutual partnership rather than a single transaction
- Under-promise and over-deliver

Step 7: Building the Relationship

1. Create media opportunities for corporate supporters and sponsors
   Examples:
   - Acknowledgment on web site, newsletters, annual reports, etc.
   - Invitations to special events
   - Appropriate signage

2. Enlist corporate employees in volunteer opportunities

3. Evaluate organizational and programmatic impacts and outcomes via data documentation and analysis
Summing Up

• Tremendous variances by aisle in:
  • Application/proposal lead-time
  • Complexity of application process
  • Number of decision-makers
  • Size of the grant/contribution
  • Expectations of the corporate partner

Summing Up, continued

• Pros of nonprofit/corporate partnership
  • New sources of funding
  • Corporations understand the value of the long-term relationship-building
  • Opportunities to receive non-cash support as well as cash support
  • Visibility

• Cons of nonprofit/corporate partnership
  • Possible risks in associating with certain commercial ventures
  • Public perception of corporations and their products can change
  • In some cases, may decrease or replace traditional corporate contributions

Strange Bedfellows: Nonprofits and Corporations?

• Adopting a corporate gift acceptance policy
• Negotiations rather than solicitations
• Relationships rather than transactions
Resources

• The Edelman Report - http://www.edelman.com/
• Video - Nancy Lublin http://foundationcenter.org/events/archive/ny_lublin.html
• Committee To Encourage Corporate Responsibility http://cecp.co/
• Businesses for Social Responsibility http://www.bsr.org/
• International Events Group (IEG) http://www.sponsorship.com/

Note: Full resource list available to download

Questions?

Many thanks for participating from the Foundation Center & The Center for Nonprofit Strategy and Management at the Baruch College School of Public Affairs.

Please complete the evaluation form & feel free to send comments and suggestions to:

Michael Seltzer
Distinguished Lecturer, Baruch College
Michael.Seltzer@baruch.cuny.edu
917-913-1568
Resource List
Building 21st Century Nonprofit-Business Partnerships
November 12, 2013
The Foundation Center and Center for Nonprofit Strategy and Management, Baruch College School of Public Affairs

Foundation Center Resources on GrantSpace

Skill area: Corporate Giving: grantspace.org/Skills/Corporate-Giving

Knowledge Base Articles related to corporations: grantspace.org/Tools/Knowledge-Base/Funding-Resources/Corporations

Nonprofit-corporate videos

“Tips for Securing Successful Corporate Partnerships”
grantspace.org/Multimedia/Video/Tips-for-Securing-Successful-Corporate-Partnerships-2008-04-18

“Making a Corporate Partnership Work” (4-part video)
grantspace.org/Multimedia/Video/Making-a-Corporate-Partnership-Work-segment-1-of-4-2009-03-19

Recruitment Tips: Getting Corporate Professionals on Your Board
grantspace.org/Multimedia/Video/Board-Recruitment-Tips-2013-04-10

Business Research Tools

Corporate Giving Online
foundationcenter.org/findfunders/fundingsources/cgo.html

Corporate Giving Online is an online database of corporate donors that support nonprofit organizations and programs through grants as well as in-kind donations of equipment, products, professional services, and volunteers. Subscriptions are priced from $59.95 a month.

Corporate Affiliations: Online Businesses and Companies that Drive Global Business
corporate affiliations.com

Hoovers
hoovers.com

Security and Exchange Commission EDGAR database
sec.gov/edgar.shtml
North American Industry Classification System
www.census.gov/eos/www/naics/

The North American Industry Classification System (NAICS) is the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy.

Other Resources of Interest

Edelman Report: www.edelman.com

Committee To Encourage Corporate Responsibility: cecp.co

Businesses for Social Responsibility: www.bsr.org
International Events Group (IEG): sponsorship.com

David Lamb’s Prospect Research: lambresearch.com

The Company/Executive Info section has a collection of links that are useful in pinpointing information on a specific corporation’s charitable giving interests.

Boston College Center for Corporate Citizenship: bcccc.net

The institution’s web site contains a knowledge center, which includes a number of documents and reports on corporate responsibility that are available at no charge.

Cause Marketing Forum: causemarketingforum.com

The Cause Marketing Forum’s seeks to “help companies and nonprofits do well by doing good.” The Web site links to case studies, best practices articles, news, and other tools for to help you learn about cause marketing.

CSRwire: csrwire.com

The Web site is a distribution center for corporate reports and press releases related to corporate social responsibility.