

Maximizing Revenue in a Challenging Environment:

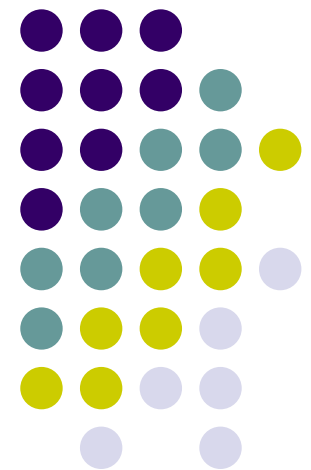
Approaching the Corporate Sector

*Nonprofit 911 sponsored by
Network for Good*

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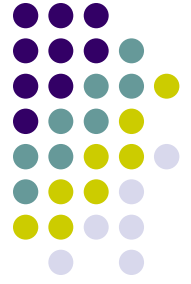


Agenda

- Partnership/Sponsorship Landscape
- Current Environment
- Marketing Efforts
- Approach: Structure
- Approach: Business Development Efforts



Fundraising: Approaches



- Philanthropic Requests:
 - Guilt / compassion
 - Leverage relationships
 - A connection with the cause
- Grants:
 - Program specific
- Corporations: Different approach required
 - Goals / objectives
 - How does this benefit them
 - Why should they get involved

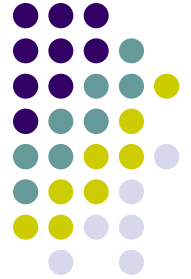


Why?

- 87% of Americans are likely to switch from one brand to another – price and quality being equal – if the other brand is associated with a good cause (21% increase since 1993)
- 72% of American employees wish their employers would do more to support a cause or social issue (38% increase since 2004)
- 83% of Americans say companies have a responsibility to help support causes

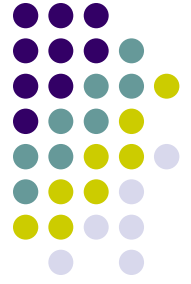
Source: Cone Cause Evolution Survey, 2007

Corporate Objectives



- Generate new leads/clients
- Create awareness - visibility/branding
- Increase brand loyalty
- Provide thought leadership
- Showcase community responsibility
- Change/reinforce image
- Improve retention or recruitment

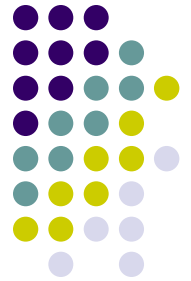
Sponsors' Desire



- Effective linkages; not inventory
- Year round relationships; not one-off transactions
- Customized arrangements



A Challenging Environment



Challenges

- Marketing budgets cut
- Sponsors attending fewer conferences/events
- Uncertainty in specific sectors

Opportunities

- Build long-lasting relationships
- Demonstrate value add and differentiate
- Convert philanthropic relationships into “business” relationships
- Tap into emerging industries



Corporate Messaging



ExxonMobil
Facing on the world's toughest energy challenges.™



citi® Citi never sleeps™

 imagination at work



Google™

Walmart 
Save money. Live better.

The Coca-Cola Company

LEXUS

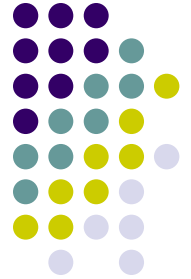
GEICO |

PRICEWATERHOUSECOOPERS 

Microsoft®

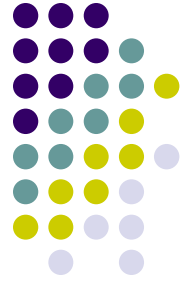
THE HOME DEPOT  More saving. |

Impact?



- Third party credibility, authenticity or 'heart'
- Ability to align with the right organization offers significant value
- Corporations recognize the potential impact; willing to fund these types of relationships
- Nonprofits seek the additional revenue and can capitalize on other benefits

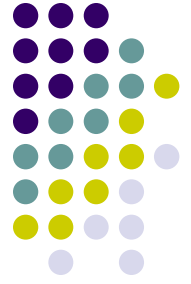




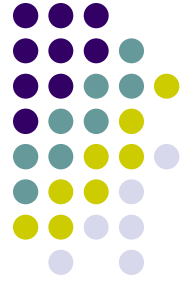
Methodology

- Assess current situation: assets, structure, current arrangements
- Determine other potential benefits
- Understand the assets/benefits that are of interest to the corporate sector
- Determine parameters of involvement
- Ensure coordination
- Package offerings strategically
- Establish organizational recommendations
- Develop a go to market strategy

Successful Partnerships

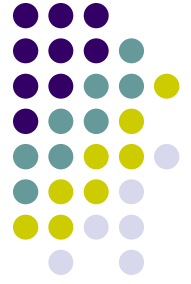


- Uphold the vision/mission of the organization
- Consider key question: Impact on the audience?
- Get organizational commitment
- Garner leadership support
- Customize mutually beneficial relationships
- Develop effective and appropriate linkages



Implementation

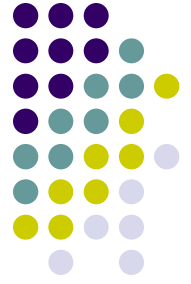
- Bundle or package integrated offerings:
Themed approach/Proprietary platforms
- Go beyond the inventory; recognize other ways to partner
- Understand and recognize your value
- Active involvement by the partner



Issues to Address

- Impact of corporate relationships
- Negative publicity
- Integrity of your brand
- Value vs. cost
- Local / National efforts





Guidelines?

- Eligible industries
- Internal approval process
- Parameters of involvement
- Maintain control
- Restrictions
- Agreement requirements
- Brand value

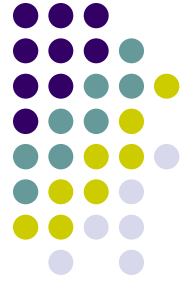


The Ask: Current Approach

- Specific example “compassion”
- Connection
- Program specific (grants)
- Sponsorship



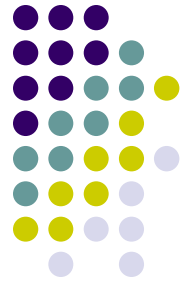
The Ask: A Shift In Approach



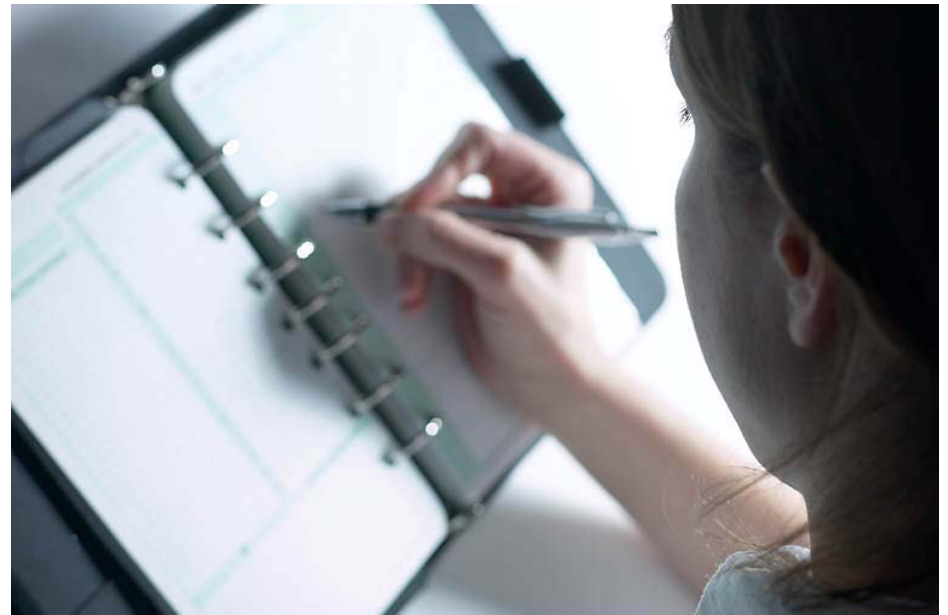
- Understand their goals/objectives
- Clarify how they work others
- Seek ways your organization can assist
- Identify why your organization is unique
- Consider ROE



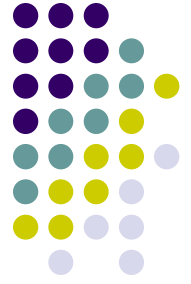
Initial Call or Meeting: Agenda



- Provide clear direction / focus
- Maintain control
- Focus on their interests



The Ask: Initial Questions



- Current status
- Goals/objectives



Potential Obstacles



- Budget
- Resources
- Other





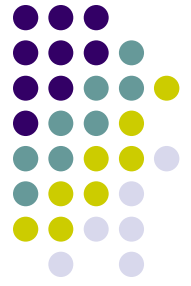
Send me a Proposal...

- Determine interest level
- Qualify
- Involve
- Collaborate

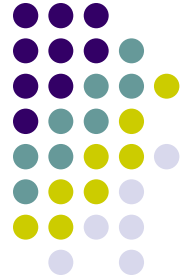


Next Steps

- Agreement
- Contact
- Servicing



Questions?



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Thank you for your participation!