

# Corporate Prospecting Made Easy



# What you need before beginning prospecting

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- **Your partnership menu**
- **Your industries**
- **Your partner criteria**



# Picking Industries

Which industries lend themselves to your partnership ideas?

## Alignment -

Which industries align to you and your cause?

## Network -

Which industries do your network have most presence in?

## Resource -

Which industries have particular skills, products or tools which can help achieve your mission?

# What makes a good partners?

- **Relevance** - obvious fit, values, shared audience
- **Resource** - profitability, skills/offerings, network
- **Realism** - past giving, do they have capacity (not money), timing (is their focus elsewhere), do we have a route in?
- **Reputation** - red line areas, media coverage issues, values don't align
- **Shared Geography** - offices, operations and charity work locations
- **Benefit to them** - What do they need? What can we provide



**If you sent 100 cold emails to companies, how many would respond to you?**

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On average less than

**4 percent\***

of cold approaches get a reply, where **up to 30%\*\*** of warm approaches get a meeting

\*[Hunter.io](https://hunter.io), 2025 \*\* UpLead, 2025

With over **5.5 million companies** registered in the UK. It can be overwhelming to think, I need to find 'the best of them' and figure out who we know there at the same time. But don't panic, I'm going to talk you through a manageable way to approach to this.

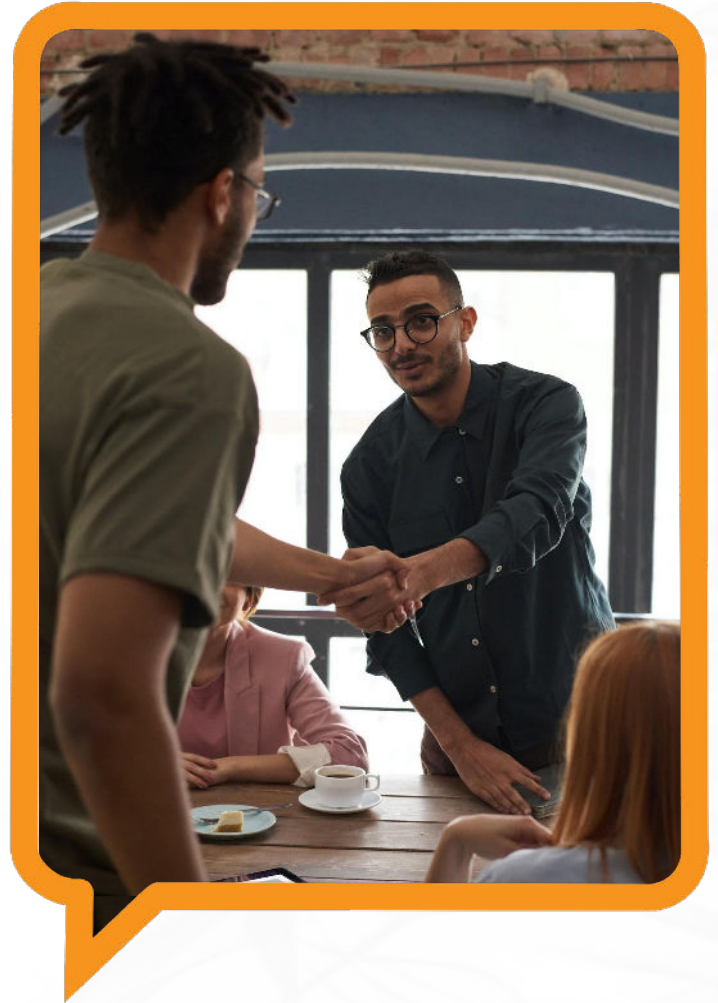


# Network Mapping

An exercise where you gather your most networked colleagues and supporters in a room or a call to look through who the organisation knows.

## FROGs...

- Friends
- Relatives
- Organisations
- Groups



# Network diving process

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In order to network dive, you need to gather a list of your current relationships including:

- **Trustees**
- **Directors and Senior Leadership**
- **Existing Partners**
- **Suppliers**
- **Existing Donors who would be willing to make introductions to their network**





**Andy King**  He/Him · 1st

Corporate fundraising consultant | the UK's most influential fundraiser according to fundraising magazine

London, England, United Kingdom · [Contact info](#)

7,611 followers · [500+ connections](#)



Georgina Oxlade, Lisa Clavering, and 103 other mutual connections

[Message](#)

[Visit my website](#)

[More](#)



 **FireSide Fundraising**

 **Warwick University**

## Experience



### Director

FireSide Fundraising · Self-employed

Nov 2022 - Present · 3 yrs 4 mos

Where companies have the opportunity to sell you something – a chocolate bar, a glass of wine, a holiday – charities rely on donors buying into our stories.... [...see more](#)



### Chair Of The Board Of Trustees

Raising Futures Kenya

May 2018 - Aug 2024 · 6 yrs 4 mos

When poverty threatens to strip a young person of their dignity, Raising Futures Kenya are there to offer hope. We deliver tailored practical skills training, personal guidance, and business start-up support.... [...see more](#)

## Recommendations

Recommend Andy

Received

Given



**Jenni Buckland** · 2nd

Partnerships Manager at Money Advice Trust

October 3, 2025, Jenni was Andy's client

Prior to working with Andy I had an ever so slightly cynical view of consultants. However Andy took the time to really drill down and understand us and the organisation. He faced potentially challenging situations head on and took the time to make the process work for us as individuals as well as as an organisation. As a result his final representation of us and what was needed was absolutely spot on. Thanks Andy!



**Zanika Parker**  · 2nd

Liquid Cooling & Data Centre Solutions, EMEA | Inova

September 5, 2025, Zanika was Andy's client

I've had the great pleasure of training with Andy in various roles over several years, and if "Corporate Fundraising" had a picture next to its definition, it would be Andy! He brings guaranteed results through his unique ability to translate behavioural science into practical, actionable tactics that help generate leads and increase income.

His style is fresh, human, and always sprinkled with humour. The way he facilitates groups with such varied personalities is remarkable, ensuring every contribution is heard, respected, and valued. And when something doesn't quite land, he not only explains why but backs it up with clear evidence, all dc ...see more

Show all 15 received →

## Skills

### Fundraising



Endorsed by Tom DeFraine and 2 others who are highly skilled at this



Endorsed by 2 colleagues at Play Action International



35 endorsements

Endorse

### Leadership



Endorsed by Jess Payne and 1 other who is highly skilled at this



Endorsed by Brogan Pierce (mutual connection)



23 endorsements

Endorse

Show all 16 skills →

## ← Endorsements



All (35)

Highly skilled (3)

Colleagues at Play Action International (2)



**Matt Radford** · 2nd

International speaker and EDI (equality, diversity, inclusion) advisor. Specialising in Vulnerability Management, consumer protection and ethics.



**Zanika Parker** · 2nd

Liquid Cooling & Data Centre Solutions, EMEA | Inova



**Peter Chiswick** · 2nd

Helping charities build strategic corporate partnerships that deliver impact and commercial business value



**Andrew Jones** · 2nd

Helping CIOs & Digital Leaders Scale Fast with Nearshore IT Talent | Resource Augmentation | Developers • Cloud Engineers, Data Analysts• Cybersecurity and more.



**Grace Bowles** · 2nd

Internal Communications and Engagement Specialist at Ageas UK



**Jess Payne** · 2nd

Head of Partnerships, for EMTW at Holland Alexander



**Janet Noble** · 2nd

Head Of Group Engineering Services Support at Briggs Equipment UK Ltd

November 24, 2019, Janet was Andy's client

Andy is a great account manger, he has been working with us at Briggs Equipment. for about 5 months now and really engaged everyone. Andy being so focused and driven has been a great support for us. He's is a great communicator, proactive and passionate.

I have every confidence that Andy can help support and motivate anyone he comes into contact with.



**Janet (Bateman) Noble**

Head Of Group Engineering Services Support at Briggs Equipment UK Ltd

## Experience



**Briggs Equipment UK Ltd**

35 yrs 10 mos

- **Head Of Group Engineering Services Support**

Full-time

Sep 2021 - Present · 4 yrs 6 mos

Cannock, England, United Kingdom

- **Group Engineering Services Support Manager**

Full-time

Nov 2019 - Sep 2021 · 1 yr 11 mos

Cannock, Staffordshire, United Kingdom

- **National Service Centre Manager**

May 1990 - Nov 2019 · 29 yrs 7 mos

MATERIALS HANDLING SPECIALIST in the UK & Ireland.

...

[Show all 5 experiences →](#)

## Overview

Briggs Equipment UK Ltd is a unique engineering and equipment provider that adds value by delivering real innovation. The sole UK distributor for the Hyster and Yale ranges of materials handling equipment, Briggs enjoys strategic partnerships that enable it to offer customers an enhanced solution, and services all the equipment it sells. Meanwhile, with an in-house finance capability that affords greater flexibility, short-term rental expertise, a market-leading fleet management tool and 600 highly skilled mobile engineers, Briggs offers full asset management support.

### Website

<http://www.briggsequipment.co.uk>

### Verified page

September 12, 2023

### Industry

Engineering Services

### Company size

1,001-5,000 employees

681 associated members 

### Headquarters

Cannock, Staffordshire

### Specialties

Materials Handling Solutions

- What do they do?
- Their locations
- Turnover and profit
- Employee level
- Charitable history
- Light touch, key issue due diligence check



## Briggs Equipment UK Ltd

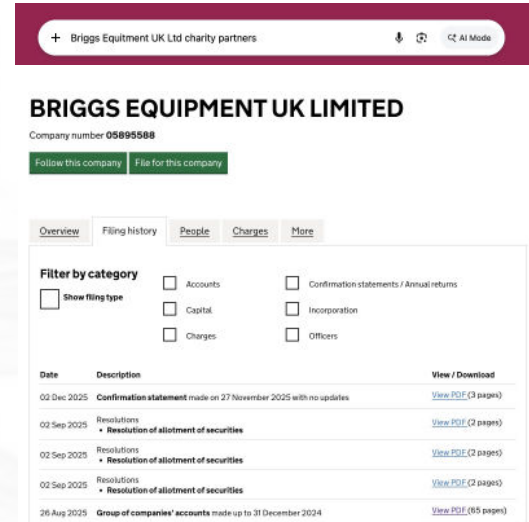
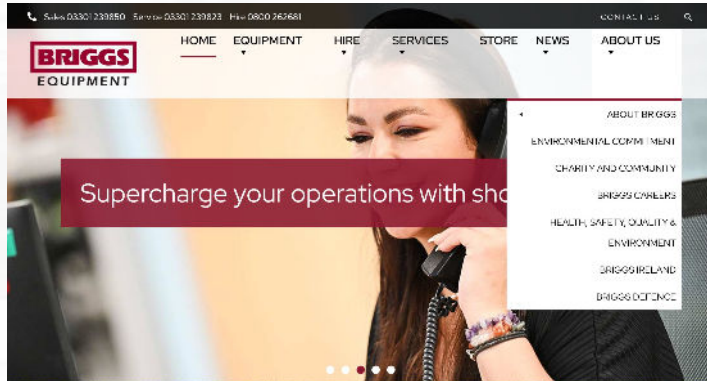
Asset management and engineering services for your industrial equipment fleet

Engineering Services · Cannock, Staffordshire · 14K followers · 1K-5K employees



- **About us page**
- **Locations page or contact page**
- **Investor page**
- **Annual report** - Overview, strategy, chairman statement, balance sheet, employee figure
- **ESG/sustainability/community pages**
- **Blog/news pages**
- **Impact report**
- **Linkedin Posts**
- **Google searches**

- **What do they do?**
- **Their locations**
- **Turnover and profit**
- **Employee level**
- **Charitable history**
- **Light touch, key issue due diligence check**



# How I present my finding

	A	B	C	D	E
1	Company name	Reason	Way in	Sector	Other notes
2	<a href="#">Briggs Equipment UK Ltd</a>	UK based company, headquartered Cannock, Staffordshire. They provide materials handling equipment, services and support to businesses. This includes selling and hiring, engineering and maintenance, fleet and asset management, and training and safety support. They select COTYs, previously supporting the likes of Air Ambulance UK, Mind, Young Lives vs Cancer, Dementia UK, Prostate Cancer UK, Alzheimer's Research UK, and Rays of Sunshine. Their workforce of around 2,200 employees regularly participate in fundraising and challenge events, as well as local volunteering.	Andy King has a LinkedIn recommendation from <a href="#">Janet Noble</a> , Head of Group Engineering Services Support	Engineering and Industrial Services	EXAMPLE
3					

# THE KITE FACTORY

Creating measurable value for brands who share our values

Skin  
+Me

WaterAid

Lovehoney

Stroke  
action Britain

Ricola

David Lloyd  
CLUBS

ANTHONY  
NOLAN



LTA TENNIS  
FOR SAFETY



Triodos Bank

ZSL

care



Leigh Day



cruise.co.uk  
BY THE LEASEE PEOPLE

SAMARITANS

MAGGIE'S  
LIVING WITH HOME AT CANCER CARE

NSPCC

OXFAM

christian  
aid

CELSIUS

Natures  
Menu  
THE NATURE OF FOOD



# Alternative routes of warm prospecting

- **Linkedin comments and likes**
- **Linkedin connections** - if you're able to connect
- **Companies house**
- **192.com** - If you have an address
- **Photos on Google**
- **Social media**
- **Database & other services** - e.g. challenge event sign ups & fundraising pages



# Takeaways

**You know more people than you think, utilise your existing relationships**

**This work is to generate further conversation and exploration within your network**

**You have the tools to get started today, you don't need wait for software or subscriptions**

# What next?

Building better partnerships -

[firesidefundraising.com/build-partnerships](https://firesidefundraising.com/build-partnerships)





**Any further questions find me at**

**[lucy@firesidefundraising.com](mailto:lucy@firesidefundraising.com)**

**Lucy Mitchell on LinkedIn**