

Corporate Partnerships for Community Fundraisers



**Companies give
£4.25 billion to
charities in the
UK each year**



**But when most
examples we hear
are major
partnerships, it can
be hard to see how
community
fundraisers can get
a slice of the pie**

What we'll cover today



What good partnerships look like for community fundraisers

How to build your pipeline

How to get meetings and build partnerships

What good partnerships look like



**Ways that
companies
give can
include...**

Cash gifts

**Employee
fundraising**

**Gifts in kind
(skills, time or
products)**

**Customer
fundraising**

Sponsorship



Build your pipeline



Prospect criteria

**Resource:
Capacity
to give**

**Relevance:
There's an
obvious
reason**

**Realism:
We could get
income in
the next 12
months**



**Places
to meet
people**



**Local
business
events**



**Industry
specific
conferences
or awards**



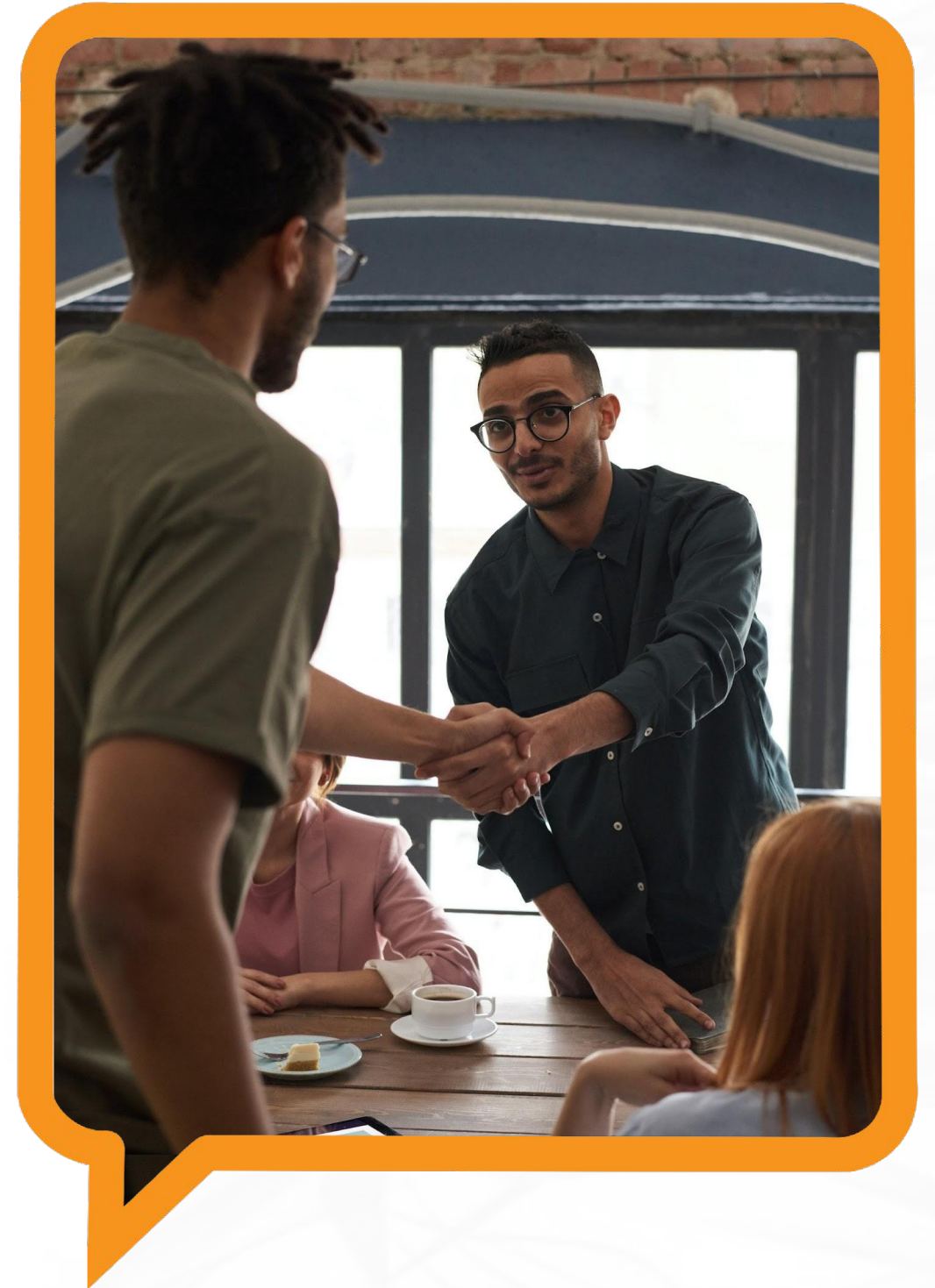
**Through
warm
introductions**

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**



**Building a
pipeline can be
one of the
hardest steps**



Securing first meetings





From suspect to prospect

1. **Identify who you want to meet**
2. **Brainstorm what you and the company have in common**
3. **Offer a first meeting - with a willingness to be a polite pest**



The first email you send

Subject: COMPANY NAME - OPPORTUNITY STATEMENT

Dear NAME

As you may know, I'm a trustee of ORGANISATION - and recently our fundraising team asked me if I knew anyone at COMPANY. I'm getting in touch on their behalf as we have a lot in common.

THING WE HAVE IN COMMON 1

THING WE HAVE IN COMMON 2

THING WE HAVE IN COMMON 3.

Ultimately, I believe we have a lot we could learn from each other.

It'd be great if you could book a thirty minute call with NAME (copied in) to explore the idea.

Best wishes,

NAME

Find out here
why companies
give (in their
own words)



Three key takeaways



Companies want to give more than cash - it helps to be able to say yes!

You know more people than you think, you just need to know where to look

Similarity bias is one of the most powerful principles for securing meetings