

The **NONPROFIT ACADEMY**

TheNonprofitAcademy.com

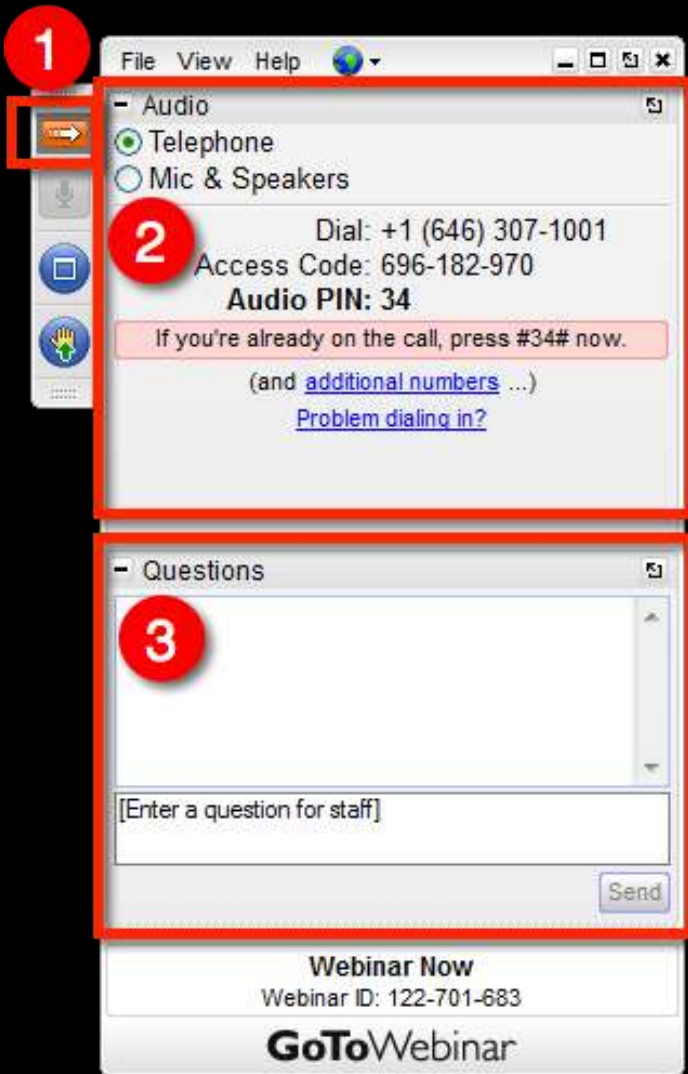
PRESENTS

**PARTNERING WITH FOR-PROFIT
COMPANIES**

with Jamie K. Kitz

#npapresents

Using the Control Panel



1. The orange arrow opens & hides your control panel
2. To listen, join the audio
 - Choose “Mic & Speakers” to join through your computer
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Non-Profit Organizations Partnering with For-Profit Companies

The Why - the What - the How

Jamie Kitz
April 2020

Sharing with Others the Power of Giving

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What do we want to accomplish?

- Insight to Corporate Giving Programs
- What do you need to know for the Ask?
- Ideas in approaching the corporate or





Why is Corporate Giving so important in business now?

- **Purpose Driven Economy** - The need to be part of something bigger than ourselves.
- As giving continues to grow as a *personal value*, more people are seeking out employers that share the desire to give back to make a difference.
- It is the right thing do

Corporate Environment – Corporate Giving

Over \$20 billion are donated to Non-Profit Organizations annually through Corporate Giving Programs



\$4- 10 billion go unclaimed each year

Corporate Environment- Consider this

What is Corporate Giving?

- Corporate social engagement- corporate social investment – corporate citizenship - corporate philanthropy

Large-scale impact are tied to business activities

- How do you dovetail into that channel?

Companies - Pressure to perform

- Giving and CSR
- Affects all aspects of their business

For-Profit Company End Game

- Good corporate citizens
- Organization is viewed as having a positive social impact





So much of affecting change is the confidence and courage to simply try.

- Simon Sinek

What ...

do we need to know for The Corporate Giving Ask?



- Identify companies in your community
- Criteria
 - what is their mission statement?
 - What are their products or services?
 - How do those align with your purpose?
- Size of the company and industry
- What is the structure of their corporate giving program?
 - Who are the contacts?
 - Who are the decisions makers?

Why does any of this matter?

Your need to be a champion of their purpose

Their story becomes your story

“Their story is Your Story” – Case Study

Mann Packing and the American Heart Association

Headline news:

“Mann Packing Goes Red For Women In Support Of American Heart Association”



What ...

do we need to know for The Corporate Giving ask?

Meet them where they are!



Who do you know engaged with the company?

Employee, Board of Directors, vendor, customer...



What activities do they participate in your community?



What are their interests right now in your community?



What is the content of their press releases?



What call outs are in their quarterly earning report? CSR?



What is the content of their social media posts?



What is the structure of their corporate giving program?

Responsive-democratized-inclusive

Corporate Giving Platforms

- **Disaster Relief Efforts**
- **Employee Matching Programs**
- **Sponsorships**
- **Your Giving Program (stipends)**
- **Dollars for Doers**
- **Product Donations**
- **Skilled Based Volunteering**
- **Monthly donations through payroll deduction**
- **Grants or a Foundation**
- Corporate Donations
- Education
- Cash donations
- Product Donations
- Industry – Non-Profit
- Company Volunteer Programs

Responsive- democratized- inclusive



Case Study - A Catalytic Partnership

Rancho Cielo Youth Education Camp and Sakata



SAKATA®



How...The Corporate Giving Ask



- Who is the hero of the story?
They are!
 - What can you do for them?
- What are the feelings needed, not just the facts?
 - *What are their needs?*
- Most effective communication Platform:
 - Presentation to Management
 - Committee
 - A champion for your cause
 - An event at the company
 - Video meeting

Reminder:
state your ask clearly

Steps to Success

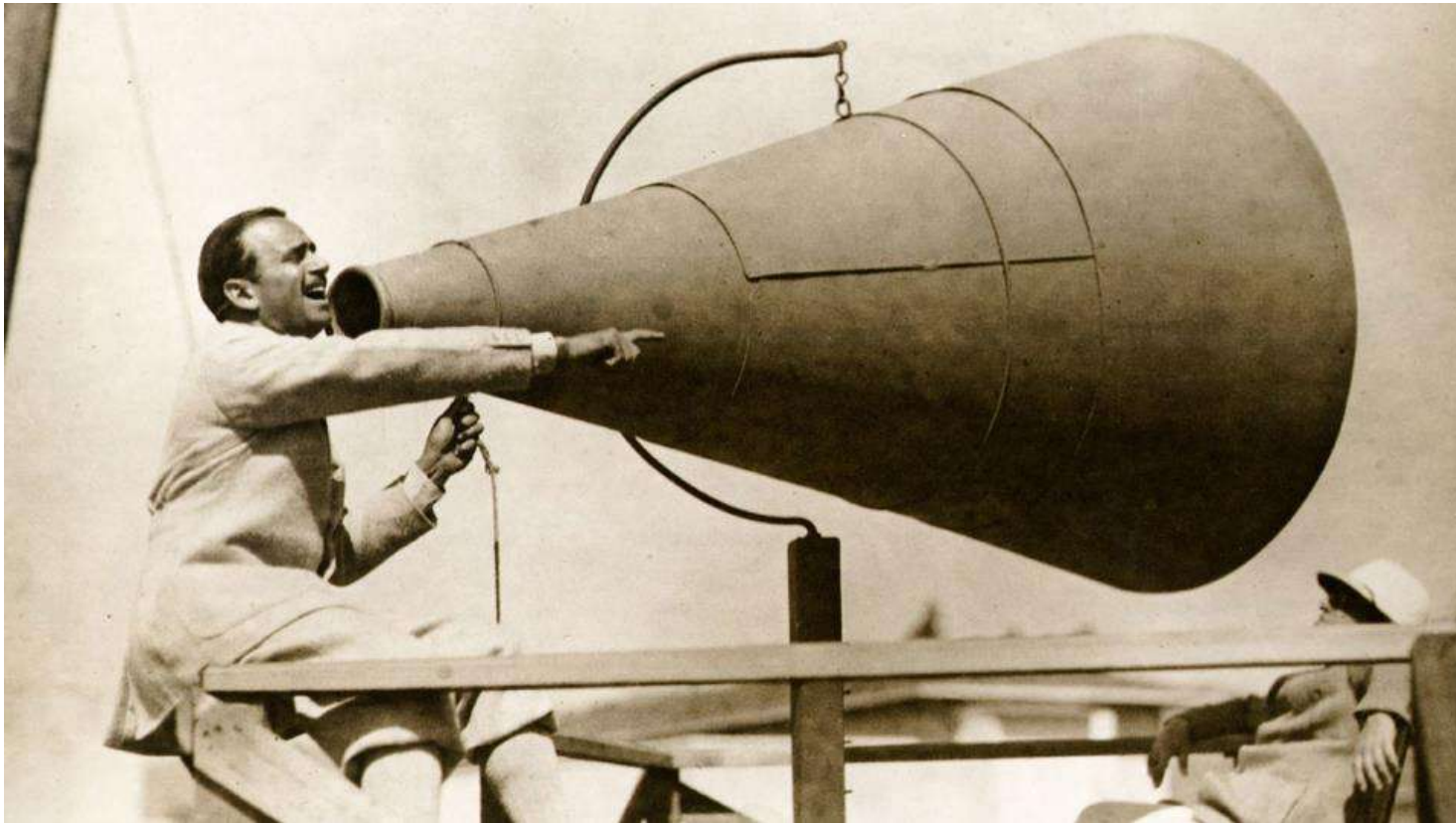
The Corporate Giving Ask **ACT!**



How...

The Corporate Giving Ask - **Communication**

*It is your responsibility for
them to remember you!*



How...

The Corporate Giving Ask - **Communication**

Content for the company to humblebrag

- Link to their social media
- Provide content for their social media
- Useable and transferrable updates and reports
- Invites to your events and communications

Reach out by phone

Meet with them regularly

- Predetermined cadence

Thank them

written notes or videos that can be shared

It is your responsibility for the company to remember you



*Community engagement can be a part of everyone's routine.
It feels good to do good!*



Corporate Giving Key Takeaways

- Corporate Funding is available for you
- Meet them where they are!
 - Make the company the hero in your story
 - Champion their purpose
- Create a catalytic partnership
- Make the Ask

What did we accomplish?

- Insight to Corporate Giving Programs
- What you need to know for the Ask
- Ideas: How to go about the ask



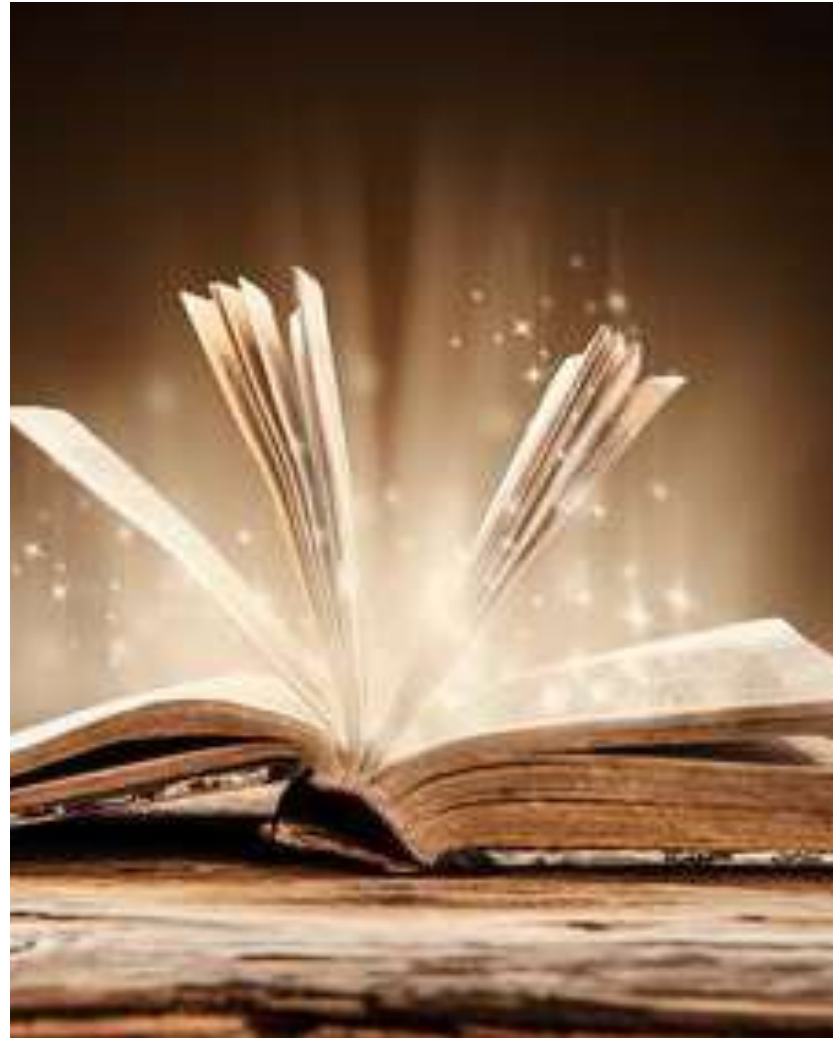
RESOURCES

WEBSITES

- [Benevity](#)
- [Charity Navigator](#)
- [Giving USA](#)
- [Triple Pundit](#)
- [Millenials and Corporate Giving](#)

BOOKS

- The Purpose Economy
 - Aaron Hurst
- Do More Than Give
- The One with the Best Story Wins
 - Annette Simmons





Jamie K. Kitz

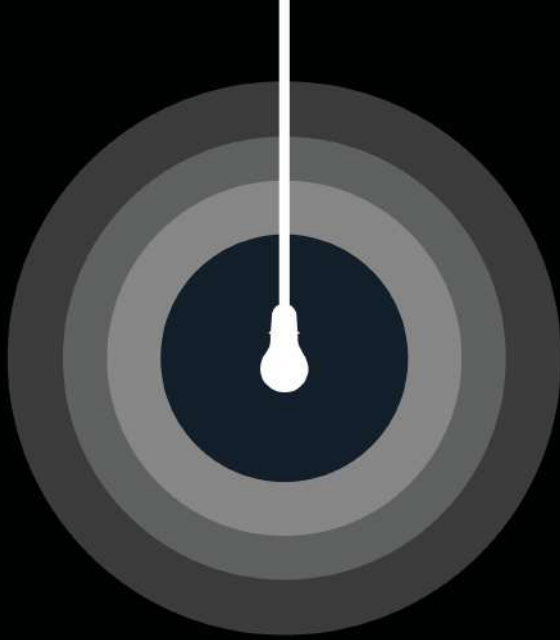
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