



# Corporate Fundraising

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# Agenda

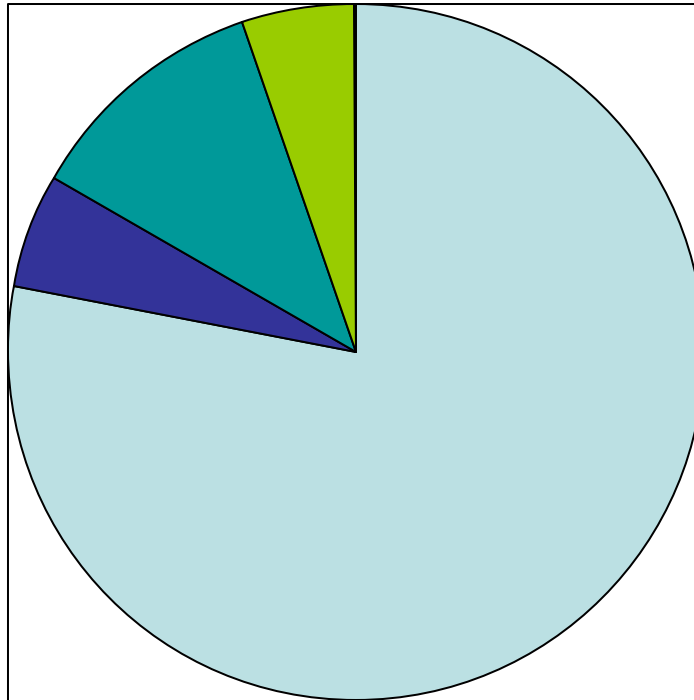
- Sources of Nonprofit Sector Funding
- Corporate Fundraising
- Types of Corporate Funding
- Nonprofit Assets
- Sponsorship Packages
- The Corporate Ask
- Creating a Corporate Support Plan



# Types of Funding in the Nonprofit Sector

- Individual Giving
  - Major/planned gifts
  - Membership
  - Online giving
  - Direct Mail
- Foundation Grants
- Corporate Support
- Government Grants
- Events
- Earned Income

# Sources of Funding in the Nonprofit Sector



- Individuals
- Foundations
- Government
- Corporations

To ensure financial stability, a nonprofit must have a diverse revenue mix, which closely mirrors these source trends.



# Two Very Different Kinds of Revenue

- **Philanthropically-Motivated Revenue**
  - Foundation
  - Individual Giving
  - Corporate Foundations
  - Government Grants
  - Events
- **Marketing/Asset-Motivated Revenue**
  - Corporate Support
  - Earned Income



# Marketing/Asset Based Revenue

- Is an exchange of assets
- Creates a “win-win” relationship between two parties
- If successful, can forge a long-term relationship
- Can become self-sustaining and highly profitable to the nonprofit



# Types of Corporate Support

- Corporate Foundation Grants
- Community Affairs Departments
- In-Kind Goods/Services
- Corporate Matching/Employee Giving
- Corporate Sponsorships/Marketing



# Corporate Foundation Grants

- Very similar to private foundation grants
- Application process
- Few dollars, very competitive
- Each corporation has a specific focus (education, arts, etc.)
- Requires a relationship to get in the door



# Community Affairs Giving

- Similar to Corporate Foundation, but less rigid
- Small budgets
- Corporate strategy drives giving focus
- Each mid- to large sized corporation in town has a community affairs function/department, although some have been cut due to downsizing



# In-Kind Goods/Services

- Usually the asset a corporation is most willing to give - little cost to them.
  - Services: Legal, financial, marketing, etc. advice
  - Goods: Office equipment, trucks, food, clothing, etc.



# Corporate Matching/Employee Giving

- Most mid-to large corporations in Austin will match employee gifts, however most people don't know this
- This is “free money”
- Ask your donors where they work and find out if their employees will match their gifts
- Promote your nonprofit through employee workplace campaigns



# Corporate Sponsorships/Marketing

- This has the most potential for profitability for nonprofits
- Corporate marketing budgets are many times larger than corporate philanthropic budgets
- If the corporation gets receives something that positively affects their bottom line they will be more likely to continue the relationship



# A Word About Deductibility

The IRS requires nonprofits to state whether the giver of a gift to a nonprofit received any goods or services in exchange. Logos, publicity, mention, etc. all constitute goods/services received, and you must determine the market value of that exchange.

# Asset Categories

- Physical assets: buildings, land, books, furniture, materials
- Intellectual assets: expertise, published works, program content
- Brand assets: trust, integrity, brand promise, community respect, organization name-recognition
- People assets: name-recognition of staff/board members, expertise, etc.



# Localism: Always an Asset in Austin

- Austin is an intensely local-focused and locally prideful city.
- National or regional corporations moving to town need to align themselves with locally trusted names and brands.
- This is an opportunity for local, trusted nonprofits.



# Creating Sponsorship Packages

1. Put together an appealing object for corporations to sponsor (a series, a program, etc.) NOTE: You are not creating new programs, you are merely PACKAGING what you already do
2. Determine how they can get recognition associated with it
3. Figure out what the market value of the package is (trial and error is often the best method)
4. Put together some appealing collateral to promote the package
5. Research corporations that might be interested
6. Take it on the road

# The Corporate Ask

## 1. Research:

- Pick a corporation
- Determine why they are a good match for your package
- How can you solve their “pain”?

## 2. Prepare the Ask:

- What will you propose to them?

## 3. Make the Ask - Paired

# The Ask

- A 20 minute meeting
- Bring the person who got you in the door
- Explain the package
- Demonstrate how this is a win for them
- Explain how this solves their “pain”



# Corporate Support Plan

- What is your corporate support revenue goal (5% of your budget?)
- What corporate support areas do you think you'd have the most success with?
- What are your revenue goals in each area?
- How will you go about meeting those goals?



# Corporate Support Plan

- \$XX goal
- Local underwriting - \$XX
- Event sponsorship - \$XX
- Production underwriting - \$XX
- Studio events - \$XX
- Corporate match - \$XX



# Corporate Support Plan

- For each goal spell out the objectives, deliverables, people responsible and due date
- This becomes your working plan and ensures that you will meet your goals



# Your Corporate Support Plan

- Determine revenue goal
- Determine areas of support
- Determine goal for each
- Determine objectives
- Determine deliverables, person responsible, timeline



# To Grow Corporate Support for your Organization

1. Create a plan
2. With your staff and board, create a comprehensive list of your assets
3. Begin to create sponsorship packages that you can take to corporations
4. Start doing some research to find good matches with corporations
5. Explore joining an employee giving campaign, if you don't already