CanadaHelps

Educational Webinar Series

CanadaHelps.org
giving made simple

How To Secure Corporate Partnerships For Your Charity

Webinar Presented By:

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CanadaHelps is a non-profit social enterprise serving charities & donors.

CanadaHelps is a charity that helps charities. We ensure all Canadian charities – most notably the smallest ones that need it the most – have access to the online fundraising tools, technology, and education they need to succeed. Because we're a charity, our fees are a fraction of those of the for-profit alternatives.

For donors, we offer a one-stop shop for supporting any registered Canadian charity online. CanadaHelps makes giving easy. Easily explore and discover new causes. Give once or monthly, donate securities, or increase your impact fundraising for charity. Enjoy instant or anytime access to all your charitable tax receipts.

At a glance: Trusted for 16 years, over 17,000 charities rely on our non-commercial online fundraising platform and more than 1 million Canadians have given using CanadaHelps. We have a spotless record for safe and secure payment processing & instant tax receipting, and operate on less than 1.8% of donation revenue.

#CanadaHelpsChats

Webinar Reminders

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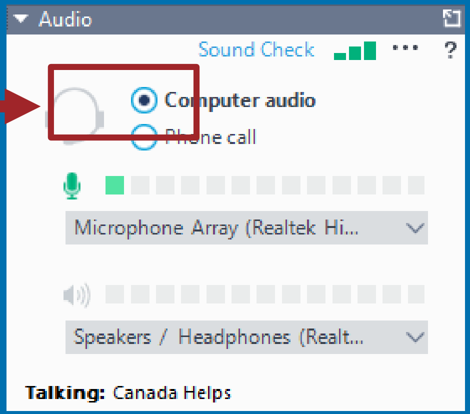
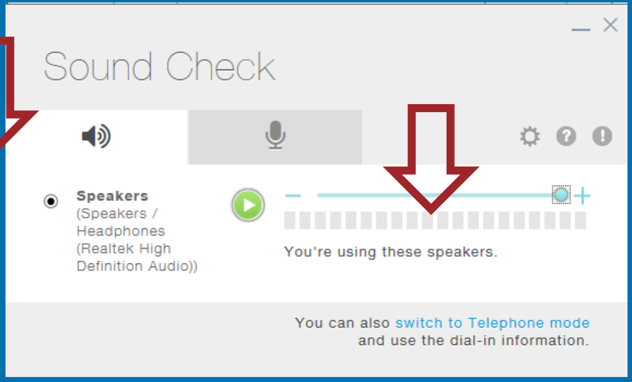
- Select the speaker tab and then turn the volume on the speaker to the far right for maximum volume.





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Webinar Reminders

- For the best webinar experience, close all other applications.

- Yes!

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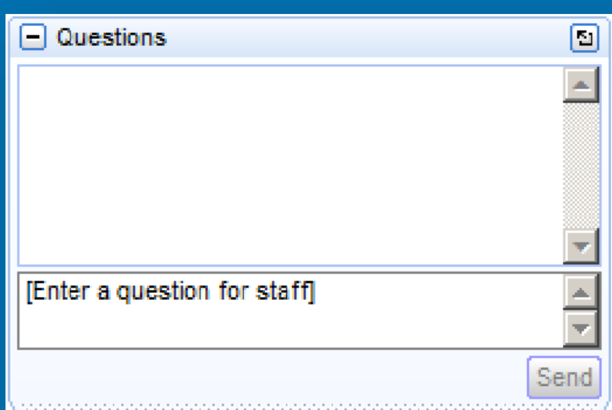
Webinar Reminders

- You can hear us, but we can't hear you.
- Have questions?
  Type them into the Questions Log at anytime.



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THE INSIDE OUT APPROACH TO

CORPORATE GIVING

AGENDA

- **WHAT should a good pitch look like?**
  - proposal/ask alignment with corporate strategy and goals
  - employee engagement and involvement opportunities
  - recognition, co-owners and integrated partnerships
- **WHO should a pitch address?**
  - identifying a good vs right fit/partner: key decision makers vs. influencers
  - identifying and approaching advocates
  - engaging beneficiaries
- **HOW should a pitch be presented?**
  - opportunity for internal advance buy-in with advocate
  - securing vs. maintaining and growing a relationship
  - expected timeline, seasonability and decision turnaround

WHAT SHOULD THE PITCH LOOK LIKE…

PURPOSE

ALIGNING TO PURPOSE, STRATEGY AND BUSINESS GOALS

- Have clear understanding of declared purpose or brand identity and latest strategy / business goals (investor day)
- Research in practice application of brand identity and identify opportunities to magnify impact
- Demonstrate wherever possible return on (social) investment in community initiatives - incl. externalities
- Event driven requests are perceived as less strategic and secondary to programming high-impact opportunities

TAPPING INTO THE SHARED VALUE APPROACH

- Articulate a shared value perspective where both business and society benefit from focused joint investment effort
- Leverage existing partnerships between private and non-profit organizations worldwide that showcase potential
- Build a case for how preconceived threats to profit can be treated as opportunities for impact and profitability

RECOGNITION & PARTNERSHIP

- Look for opportunities to integrate corporate voice into existing speaking opportunities for added exposure
- Build a business case with a local university to document the partnerships and it’s evolution (can be published)
- Recognize partnership publicly and ask corporate entity to do the same with its peers for additional appeal

SHARED VALUE IS NOT SOCIAL RESPONSIBILITY, PHILANTHROPY, OR SUSTAINABILITY, BUT A NEW WAY FOR COMPANIES TO ACHIEVE ECONOMIC SUCCESS.

Shared Value Initiative

Michael Porter & Mark Kramer

WHO SHOULD A PITCH ADDRESS & APPEAL TO..

ADVOCACY

IDENTIFYING THE RIGHT (VS GOOD) FIT

- Research organizational influencers that may be empathetic or already committed to the cause (LinkedIn)
- Identity decision-makers and their volunteer commitments
- Engage corporate giving departments once you have secured an internal champion empathetic to the cause
- Utilize existing non-profit relationship to better understand decision-making process, individuals and trigger points

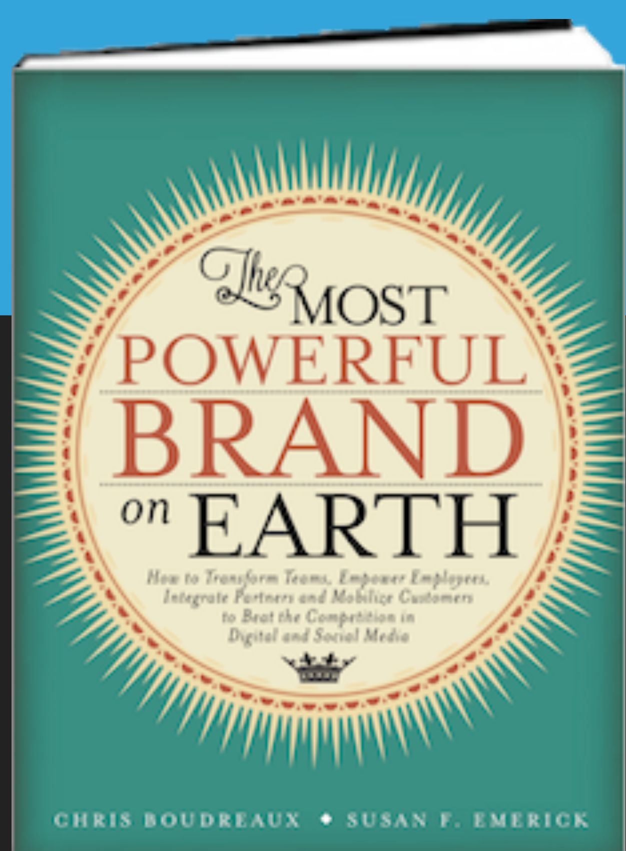
NETWORKING WITH ADVOCATES

- Approach executives in the C-suite through warm introductions or at industry events before contacting community programming or philanthropic portfolio staff
- Gather support with employees whenever possible in advance of submitting a proposal for funding
- Recognize importance of a company's social brand in driving business results and promoting advocacy online

ENGAGING BENEFICIARIES & LEVERAGING EARLY ADOPTERS

- Beneficiaries are often not the same as advocates – so identity both and leverage relationships with beneficiaries
- Document success stories demonstrating impact in the community and include testimonials in the pitch
- People trust people more than organizations – so ask: how can you help individual voices carry the message forward?
- Capture momentum of early adopters and if possible create a self-sustaining community of supporters

AND THAT IS WHY ONLINE COMMUNITIES ARE VERY POWERFUL: THEY CONCENTRATE PEOPLE ACCORDING TO SHARED INTERESTS… AND THEREFORE THE GOAL IS TO CONNECT EMPLOYEES TO PEOPLE 'LIKE' THEM..



Chris Boudreaux & Susan Emerick

HOW/WHEN SHOULD A PITCH BE PRESENTED…

PARTNERSHIP

BUILD A BUSINESS CASE FOR MUTUAL BENEFIT

- Approach the opportunity to partner as a business case to set up a start up where a need is met and value created
- Articulate the cost associated to kick off the partnership both in terms of dollar amounts and time invested - often resulting in need to secure multi-year commitments to realize outcome
- Tie the expected results to either revenue generating opportunities or expense management / efficiencies
- If required, approach the opportunities as a pilot first in order to test/learn, validate assumptions, and then grow

LONG-TERM RELATIONSHIP BUILDING

- Articulate value of inter-sector partnerships in the long run
- Securing vs growing and maintaining a corp relationship
- Measure impact on an annual basis and renew expectations
- Find opportunities to engage with existing corp activities
- Understand long-term (3-5 year) vision and align to it
- Invite a member of the executive team to join your board

TIMELINE AND TURNAROUND

- Expected decision-making timeline will vary by organization however likely tied to annual planning cycles
- Seasonability matters and year-end opportunities are appropriate as long as there exist a relationship already
- Ask about decision-making turnaround timeline (best, worst and likely) and hold the corporate rep accountable
- Tie partnership kick-off to existing exposure, participation and recognition opportunities for added sense of urgency

DEVELOPING VALUE-ALIGNED PARTNERSHIPS THAT FOCUS ON COMMON GOALS AND COMPLEMENTARY STRENGTHS IS KEY TO ENSURING SUCCESSFUL OUTCOMES FOR ALL.

The power of partnerships: Why businesses are better together

PAUL PARISI
SPECIAL TO THE GLOBE AND MAIL
OCTOBER 17, 2017

President, PayPal Canada.

There is no better approach to solving challenges than the famous saying "two heads are better than one." Whether creating internal partnerships between colleagues or departments, to larger partnerships between businesses, harnessing the strengths and abilities of others from different corners of your ecosystem is one of the most strategic ways for businesses to scale their innovation and solve complex challenges. In today's fast-paced environment, a "do-it-alone" approach is not the best strategy for growth. Companies that initially grew organically need to look for new ways to drive collaborative innovation that delivers on what their customers need today – and in the future.

Paul Parisi
President, PayPal

Thank you!

Contact us with any questions.

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