

Understanding For-Profit Partners

PROSPECT NRM Partnership Class



US Army Corps of Engineers
BUILDING STRONG[®]



The
WALT DISNEY
Company

Local Businesses



Walmart 

 **Allstate.**



Corporate Partnership

- What beliefs do we hold about partnering with Corporations?
- What questions do we have about partnering with Corporations?
- What barriers have we encountered?



Corporate Partnership

Corporate giving impact!

- ❑ **\$19.9 billion in 2011** (survey included 62 of top 100 companies in FORTUNE 500 – CECP 2012 report)
 - ❖ www.corporatephilanthropy.org
 - ❖ 46% direct cash; 35% foundation cash; 19% non-cash
 - ❖ 30% health & social service; 14% K-12 education; 11% higher education; 4% environment
 - ❖ 82% of companies reported a corporate foundation
- ❑ **89% have formal volunteer programs**
- ❑ **Corporate giving continues to rise** (60% increased giving since 2009)
- ❑ **Trends**
 - ❖ More focused giving (cause and trust)
 - ❖ High priority on matching gift and employee engagement programs
 - ❖ International giving is on the rise (lead by manufacturing companies)
- ❑ **Influence (corporate and employee)**



Corporate Partnership

What do corporations give?

- ❑ Funding
- ❑ In-kind goods and services
- ❑ Volunteers
- ❑ Feedback as a public service user
- ❑ Industry expertise
- ❑ Promotion and communication




Corporate Partnership

Why do corporations give?

1. **Social responsibility**
 - ❖ Care about the cause
 - ❖ Risk management
 - ❖ Be citizens, not just residents
2. **Marketing**
 - ❖ Internal and external customers
 - ❖ Employees involved in something “greater”
 - ❖ Market share or competitive advantage
3. **Public Relations**
 - ❖ Key leaders have tie to the cause
 - ❖ Industry experience sharing
 - ❖ Influence



Practice Safe, Fun Boating!  US Army Corps of Engineers

WEAR IT
Everyone on your boat should wear a life jacket. Accidents can happen anytime.


ALCOHOL & BOATING DON'T MIX
Alcohol reduces reaction time and can cause accidents.


KNOW THE BASICS
Successfully complete a boating education course.



KNOW BEFORE YOU GO
Check the weather forecast and file a float plan with family and friends.

BOAT RESPONSIBLY
Know the weight capacity of your boat. Always be aware of your surroundings.

MAINTAIN YOUR BOAT
Routinely check electrical, fuel and auxiliary power systems.



 LEARN MORE ABOUT BOATING SAFETY

Presented thanks to the support of  

Corporate Partnership

Why would corporations give to Corps projects?

- ❑ Think broader than Corps
 - ❖ Our friends groups and cooperating associations
 - ❖ Our established MOU partners
- ❑ Match between the land's needs and corporate interests
- ❑ Variety of volunteer opportunities
- ❑ Testing of products
- ❑ We manage areas that impact their industry
 - ❖ Tourism
 - ❖ Outdoor recreation
- ❑ Government connection
- ❑ Employee retention (lifestyle/community building)
- ❑ Past success – trust



Corporate Partnership

Risks for the Corps?

- ❑ Perception of commercialization
- ❑ Implied endorsement
- ❑ Direct contact with the visitor
- ❑ Corporate image
- ❑ Contracting and/or litigation conflict
- ❑ Loss of trust – unable to keep our end of agreement
 - ❖ Budget changes
 - ❖ Regulation or law changes



Corporate Partnership

Where to meet corporate donors?



- ❑ Partners of current partners
- ❑ Chambers, economic development and civic groups
- ❑ Look at what corporations are within 100 miles of your project
- ❑ Internet – NRM Gateway & corporations w/common goals
- ❑ Current state partnerships with corporations
- ❑ Topical conferences/trainings (conservation, tourism...)



Corporate Partnership

How to approach a corporation?

- ❑ Research and understand the corporation before approaching
 - ❖ What is their mission and future goals
 - ❖ Social responsibility and community engagement
 - ❖ Foundation research – past giving
 - ❖ Bring friends that already have a relationship to the table
- ❑ Personal contact
 - ❖ Ask to set up a meeting w/foundation director or community outreach point of contact
 - ❖ First meeting is getting to know each other – follow their lead based on interest
 - ❖ If mutual interest set up second meeting and offer to bring proposal
- ❑ Simple, to the point partnership proposal
 - ❖ Don't lead with a bunch of policy and paperwork
 - ❖ Benefits to them and for the public (Corps)
 - ❖ What we can offer to the partnership and what we need
 - ❖ Usually more than just cash needed (unless for a grant application)
 - ❖ Plan for recognition and public relations



Corporate Partnership

Keys that sustain corporate partnerships?

- ❑ Trust – be real
- ❑ Communication
 - ❖ Don't only talk to your partner when you need something
 - ❖ Be clear and willing to say no
 - ❖ Allocate time to do this!
- ❑ Recognition – where the employees and/or customers are
- ❑ Hassle free as possible
- ❑ Introduce them to other partners with the same mission
- ❑ Build relationships all multiple levels within the corporation



Corporate Partnership

Resources

- Appendix A: Benefits of for-profit/non-profit partnerships
- Appendix B: Partnership checklist
- Appendix C: Corporate Partnership Development Tool
- <http://www.tgci.com/funding.shtml> - grant opportunities/foundations by state
- <http://foundationcenter.org> – 990 information on foundations
- <http://philanthropy.com> – go to corporate giving
- <http://foundationcenter.org/findfunders/topfunders/top50giving.html>
- <http://youtube/oBVQ3mBi96A> - new day of giving

