

## Appendix C: Corporate Partnerships Development Tool

Describe a project to accomplish with a corporate partnership:

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### Elements for Corporate Help

	Element of Project
Volunteers	
Loaned expertise	
In-kind goods and services	
Marketing, promotion, media	
Funding	

### Benefits for Corporation – Building Your Case

	Audience (s)	Method (s)
Reputation		
Public Trust		
Match to corporate interests		
Quality of volunteer opportunities		
Government connection		

### Finding Corporate Partners

	Local	Regional	National
Good corporate citizen			
Affinity			
Audience			
Mutual business purpose			

### Reviewing Our Donor Targets

Perception of commercialization			
Corporate image			
Direct contact with the visitor			
Implied endorsement			
Current contracting and/or litigation conflict			

## Partnership Plan –Cost Sharing and Recognition

	Audience (s)	Method (s)
<b>Physical components/goods</b>		
<b>Volunteers</b>		
<b>Volunteer training &amp; management</b>		
<b>Expertise</b>		
<b>Recognition</b>		
<b>Funds</b>		
<b>Reporting</b>		
<b>Media</b>		
<b>Authorities</b>		
<b>Other agreement elements</b>		

### Proposal Letter Outline

	Points to Communicate
<b>Introduction – must mention need and summarize request</b>	
<b>USACE project site and the community</b>	
<b>The need – what makes this an important investment?</b>	
<b>Why would the corporation invest? Community benefits? Donor benefits? What results will occur?</b>	
<b>What are the project elements and timeline?</b>	
<b>What are the matching gifts?</b>	
<b>How will the project continue? What sustains results?</b>	
<b>Conclusion – why summarize benefits</b>	
<b>Ask for opportunity to meet to discuss further, invite to the site, thank for time</b>	

Describe type of partnership agreement and begin drafting!

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