

Understand For-Profit Partners

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PROSPECT NRM Partnership Class



US Army Corps of Engineers
BUILDING STRONG[®]



Local Businesses



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 – CECF 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



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

