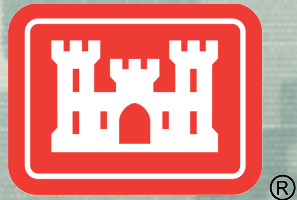


# Understanding For-Profit Partners

PROSPECT NRM Partnership Class



US Army Corps of Engineers  
**BUILDING STRONG**<sup>®</sup>



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 Giving Impact

- ❑ **\$20.3 billion in 2012** (survey included 62 of top 100 companies in FORTUNE 500 – CECF 2013 report)
  - ❖ [www.corporatephilanthropy.org](http://www.corporatephilanthropy.org)
  - ❖ 47% direct cash; 35% foundation cash; 18% non-cash
  - ❖ 28% health & social service; 17% K-12 education; 12% higher education; 3% environment
  
- ❑ 81% have a corporate foundation
  
- ❑ 78% have formal volunteer programs
  
- ❑ Corporate giving continues to rise (60% increased giving since 2007)
  
- ❑ 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)



# What do corporations give?

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



# 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  

# 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



# 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



# 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...)





# 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



# Keys to Sustain the Partnership

- ❑ 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



# Private Donors

- 72% of private sector giving is from individuals (~\$228 Billion)
  - ❖ 32% to religious organizations
  - ❖ 13% to education
  - ❖ 12% to human services
  - ❖ 3% to the environment (~\$9.5B)
  
- Types of donors
  - ❖ “Why should I give a damn?” = show how they profit from your lake
  - ❖ “Save the puppies” = emotional donors
  - ❖ “I’m kind of a big deal” = donors who want prestige/network
  
- Why do they give?
  - ❖ Because the can: They have the \$ and ability to donate
  - ❖ Because they should: Sense of community
  - ❖ Because the must: The money isn’t coming from other sources



# How to Approach Private Donors

- ❑ Provide the opportunity to make them feel good
- ❑ Look at what they've donated to in the past
- ❑ LISTEN to the donor's needs/desires
- ❑ Donors want to see measurable impacts on the local level/ improvements made in their community
- ❑ Know what your vision is and what impact it will have on the community.
- ❑ Articulate your vision and tell the donor how they can help.
- ❑ People lose excitement over time. Strike while the iron is hot.



# 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

