

# Understanding For-Profit Partners

PROSPECT NRM Partnership Class



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



**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 Giving Impact

- ❑ **\$20.3 billion in 2012** (survey included 62 of top 100 companies in FORTUNE 500 – CECP 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



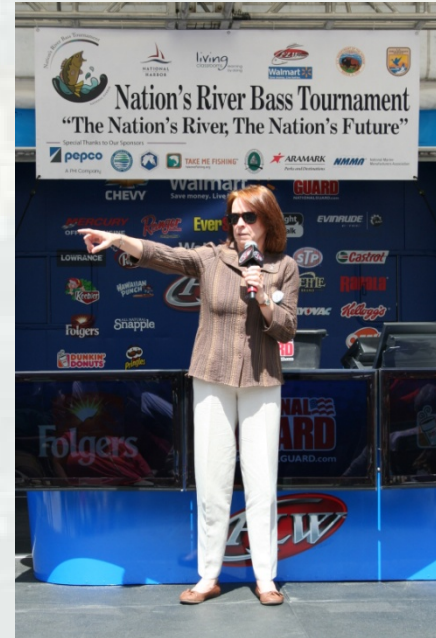
# Why would corporations give to Corps projects?

- ❑ 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



# 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

- ❑ <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>



# Corporate Partnership Development Tool

Describe a project to accomplish with a corporate partner:

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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)
Physical components/goods		
Volunteers		
Volunteer training & management		
Expertise		
Recognition		
Funds		
Reporting		
Media		
Authorities		
Other agreement elements		

### Proposal Letter Outline

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

Describe the type of partnership agreement, and start drafting!

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