

W E B I N A R

# 300% More Effective

## How to Attract New Companies to Your Nonprofit

WED OCT 19<sup>th</sup> 1 PM ET | 12 PM CT | 11 AM MT | 10 AM PT

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beeline



# Hosts



**Dawn Lego** she/her  
Director, Brand Engagement  
OneCause



**Chris Barlow** he/him  
Customer Happiness Director  
beeline

# BEYOND THE WEBINAR

- Engage With Us
  - Q & A and Chat (defaults to host/panelists)
  - Share with friends on social
- Continuing Education Credit



- Webinar Wrap-up
  - Webinar on-demand: [onecause.com](https://onecause.com)
  - Wrap-up email with Webinar recording
  - Exclusive content
- Survey
  - Drive future Webinar content





Q: What do most people fear  
more than death?

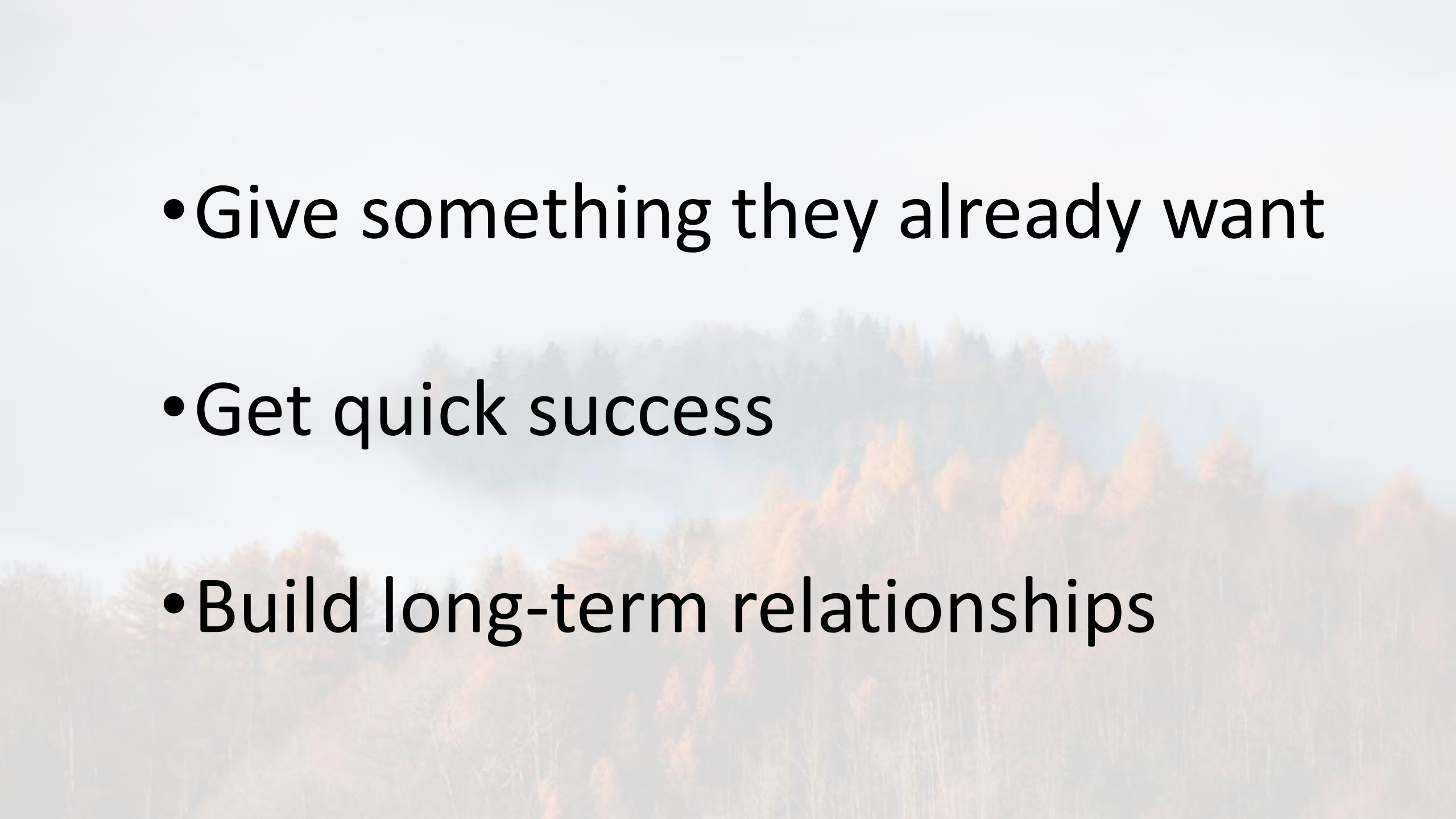










- 
- Give something they already want
  - Get quick success
  - Build long-term relationships







Companies don't partner  
with nonprofits.



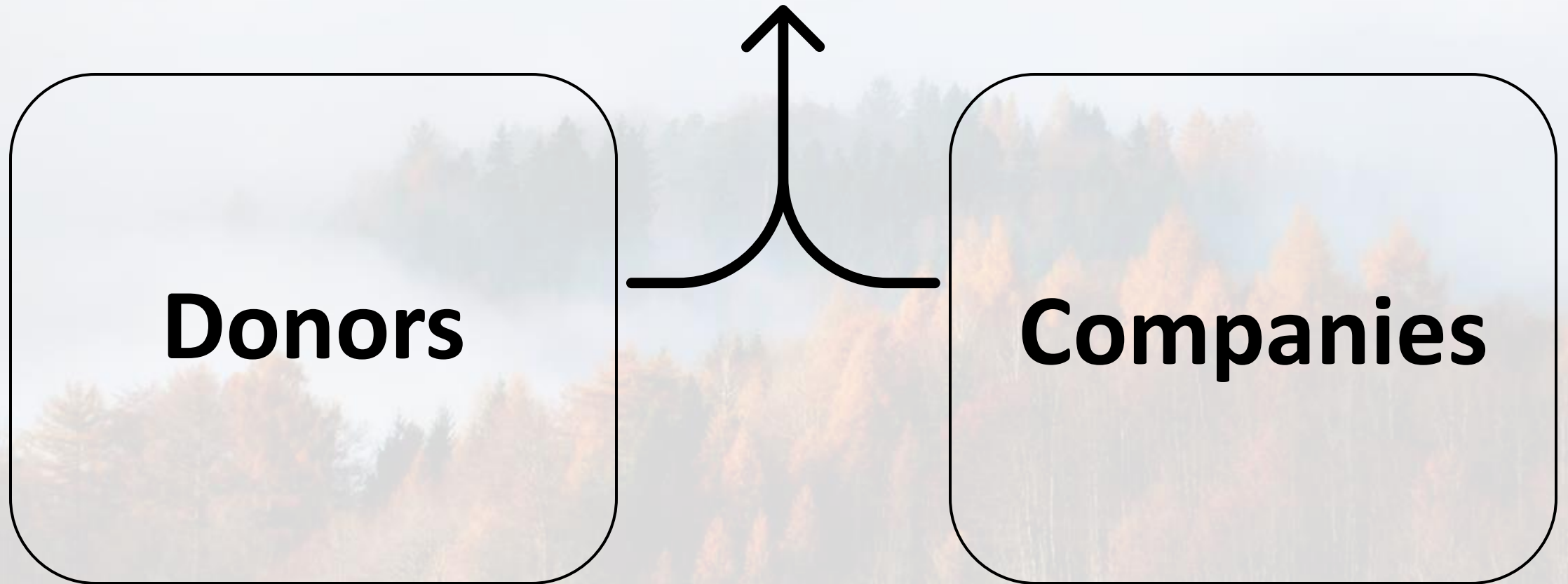
Individuals form partnerships  
with nonprofits!



Q: What are companies  
interested in?



# 3 Steps to Attract Both -



















# DON'T MISS A LIFE-CHANGING TRAVEL EXPERIENCE!

Want to book at the best times? (Avoid wasting money on flights and travel!)  
Need vacation ideas and things to do when you get there?  
Want to know what to pack and how to decide about carry-on luggage?

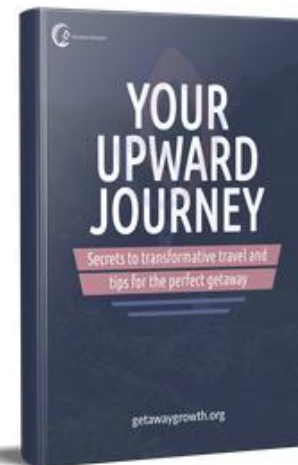
Free yourself from the stress of planning and packing!

Get the free eBook!

## YOU WANT TO TRAVEL . . .

EXPERIENCE AMAZING DESTINATIONS, FOODS,  
CULTURES, AND CREATE UNFORGETTABLE  
MEMORIES, BUT . . .

The stress of trying to find the best deals, decide where to go, plan your trip,  
and pack is overwhelming.





## WHERE SHOULD WE SEND YOUR FREE eBook?

Email

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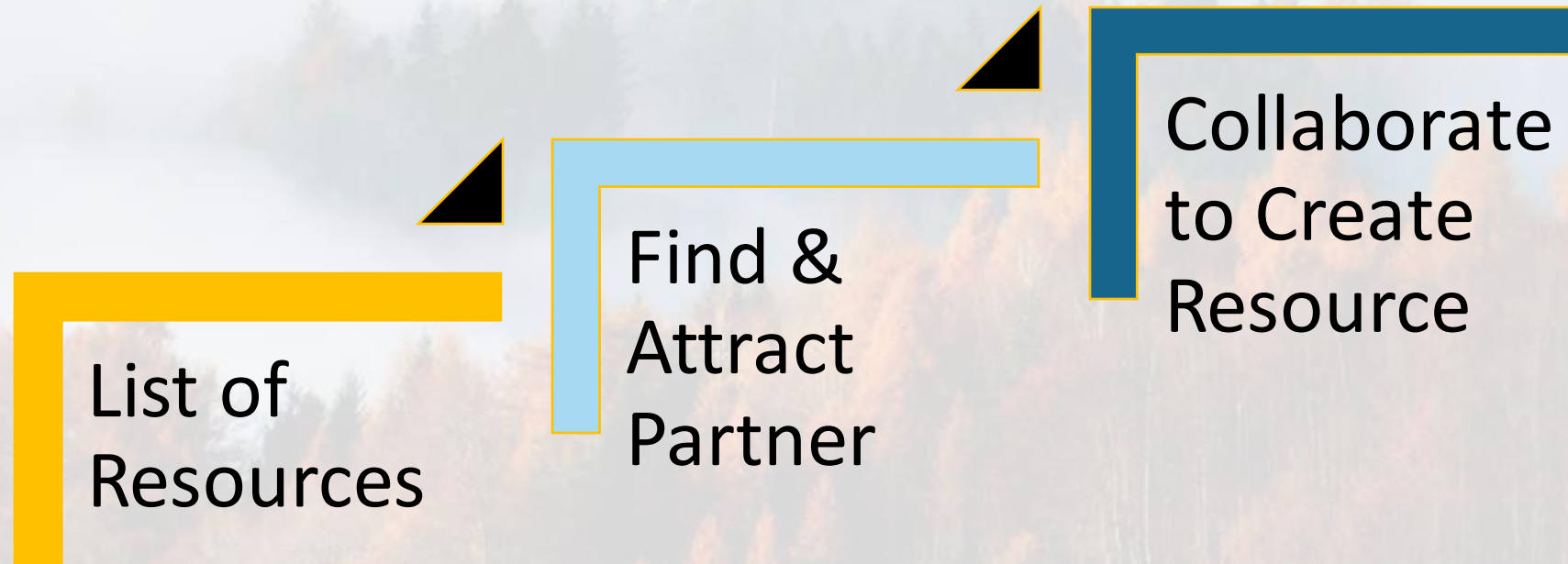
First Name

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**Send me the eBook!**

(Your info. is confidential and will never be sold. Unsubscribe anytime. Our emails aim to serve you through sharing our personal insights so you can have fun, amazing, and life-changing travel experiences.)

# 3 Steps to Attract Donors (and also) Companies . . .







Step 1: Understand donor needs  
& create a list of resources

# Step 2: Find & Attract a Company

4 Keys  
to find ideal partners

# Step 2: Find & Attract a Company

Your 2-part outreach plan



# Step 2: Find & Attract a Company

A template with a 30% success rate

1. Hook
2. Anchor
3. Win
4. Ask



Get your free



[yourbeeline.com/attracting-corporate-partners/](https://yourbeeline.com/attracting-corporate-partners/)



# Step 3: Collaborate to Create your Resource

# Collaborating with companies

What a Company Partner can bring to you:

- Market research
- Subject-matter expertise
- Audience
- Talent/assets

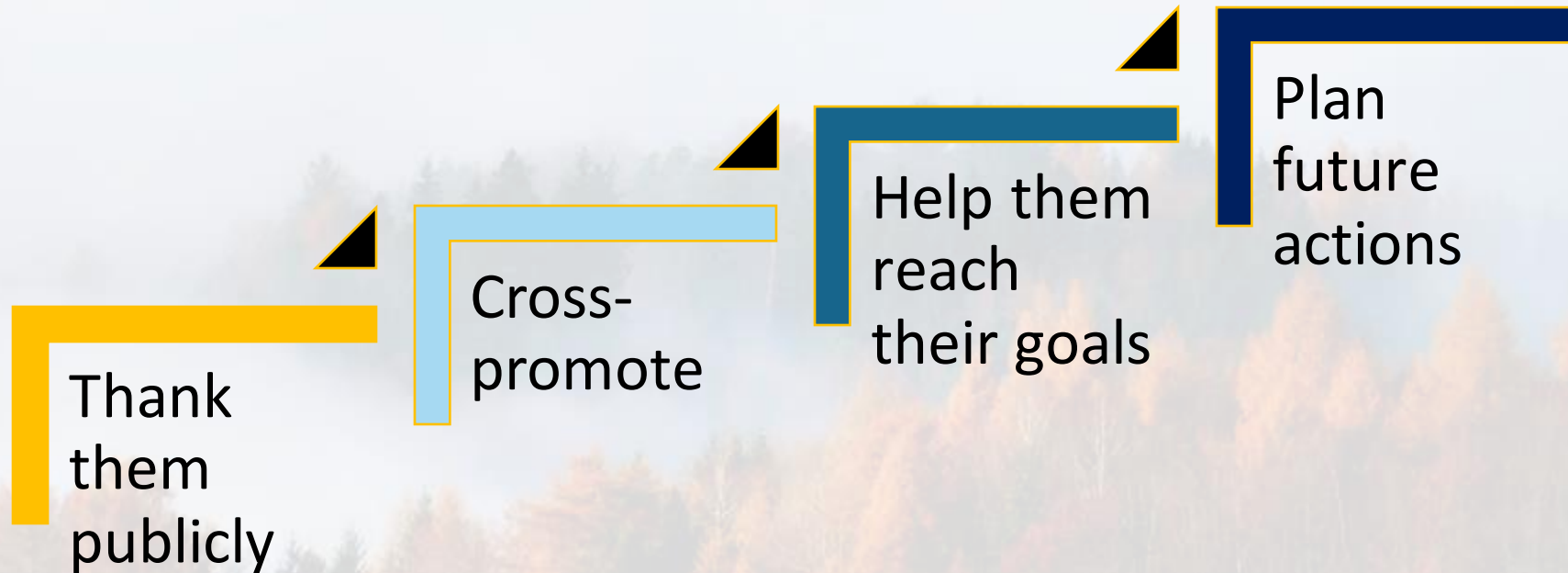
# Collaborating with companies

What you can bring to a Company Partner:

- Branding & publicity
- Links
- Values
- Free advertising (Google Ad Grant, Bing Grant!)



# Where to build from there



# Corporate Partnerships Attraction Kit

<https://yourbeeline.com/attracting-corporate-partners>

- Proven 6-step process
- 30+ ideas to find, attract, & grow
- 4 outreach templates





Q & A

**[team@yourbeeline.com](mailto:team@yourbeeline.com)**

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[info@onecause.com](mailto:info@onecause.com)

[www.onecause.com](http://www.onecause.com)

888.729.0399



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# Trust Us

What Nonprofits Can Learn from  
Businesses About Building Trust

WED NOV 2<sup>nd</sup> 1 PM ET | 12 PM CT | 11 AM MT | 10 AM PT



# Raise Nation Radio

The Podcast for Fearless Fundraisers

