

onecause® | WEBINAR

TOP 5 BEST PRACTICES FOR

Finding *&* Securing *New* Event Sponsors

IN 2023



Brittany Hill
CEO & Founder
Accelerist



Wednesday, June 21, 2023



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
 - Wrap-up email with Webinar recording
 - Exclusive content
- Survey
 - Drive future Webinar content



Learn more about the ALL NEW OneCause Fundraising Platform

HOSTS



Dawn Lego (she/her)

Director, Brand Engagement
OneCause



Brittany Hill (she/her)

CEO & Founder
Accelerist



ACCELERIST

www.Accelerist.com

5 Steps to 5 New Corporate Sponsors

with Brittany Hill



Speaker



BRITTANY HILL

CEO & Founder | Accelerist



Brittany Hill



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HOW ACCELERIST WORKS

Determine your parameters and fundraising goals, and the Accelerist platform will help you find, activate and delight your corporate sponsors



Target

Target sponsors by postal code, your participants' favorite brands and brands who love your mission



Match

Match with sponsors who are right for your event and automate communications to them



Build

Create and value sponsorship assets, packages and matrices



Engage

Launch event-specific and year-round corporate team microsites



Report

Track, value and report on sponsorship placement and fulfillment

**100s of leading charitable events throughout the U.S.
and Canada trust Accelerist to connect with corporate
sponsors.**

alzheimer's  association®

 **Arthritis
Foundation**

 **American
Foundation
for Suicide
Prevention**


**Cerebral Palsy
ALLIANCE**
RESEARCH FOUNDATION

 **Cystic Fibrosis
Canada**
Breathing life into the future

 **extra life**
Play Games. Heal Kids.
EMPOWERING
Children's
Miracle Network

 **LEUKEMIA &
LYMPHOMA
SOCIETY®**

Mi
MARCH OF DIMES


**miracle
network
dance
marathon**

 **MULTIPLE MYELOMA
Research Foundation**

 **NAMI**
National Alliance on Mental Illness

Rise
AGAINST HUNGER


**St. Jude Children's
Research Hospital**
Finding cures. Saving children.

**susan g.
komen.** 

 **ACCELERIST**



The Changing Landscape of Corporate Event Sponsorship ➤

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Companies **Want More** Out of Charity Event Sponsorships



Corporate Sponsorship
contributes to **30%** of a charity
event's overall revenue.



Employees Want to Participate in a Team But Engage in Other Ways Too!

- › **59%** of companies have plans to build a corporate team for a charity walk, ride, run or activity
- › Payroll deduction as a form of giving has **declined by 35%**
- › Corporate team revenue is **down by 20%**
- › Only **8%** of employees want to participate in group volunteer activities

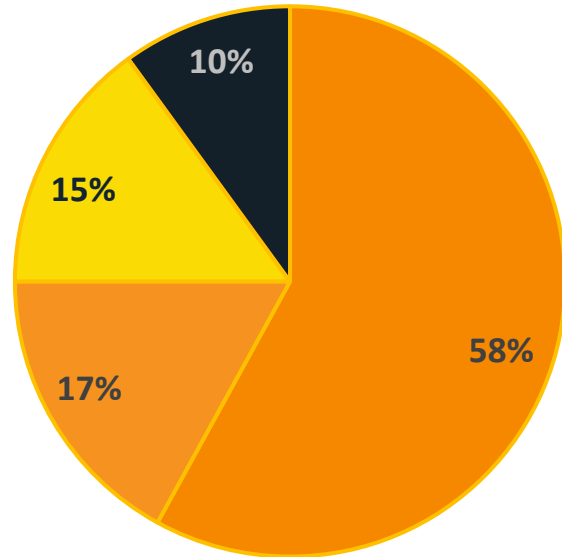
Companies Are Giving Smarter and More Integrated

- › **15%** of companies decide which charities to support based on the available volunteer opportunities at the charity
- › **86%** of companies are integrating their marketing, CSR, DEI and HR investments

Companies Need to See a Return On Investment

- › Charities undervalue their event sponsorships by **30%**
- › **75%** of companies sponsoring events expect more than 5:1 of event ROI
- › **74%** of attendees say they have a more positive opinion about a sponsor after attending the event
- › **70%** of marketers say that media exposure is critical in monitoring their event sponsorship ROI

Corporate Motivation for Nonprofit Selection



- Our employees care about the cause
- Our employees recognize the nonprofits brand
- Because our employees can volunteer with the organization
- The organization has expertise that can benefit our employees

Employees play a critical role in deciding the charities that a company chooses to adopt. Causes must resonate with a company's workforce, but no longer is cause alignment enough to differentiate your organization from others who share your mission.

Companies are following their workforce's lead when deciding their charitable partners, and seeking out organizations with brand recognition, expertise around social issues that affect their workforce and turnkey opportunities for them to get involved.

Understanding the connection to the cause of your event participants and their motivations to get involved can help you better qualify potential corporate sponsors.

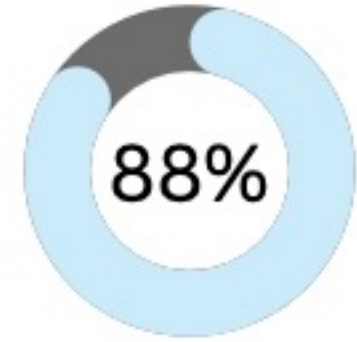
EMPLOYEES

Want and Need Purpose

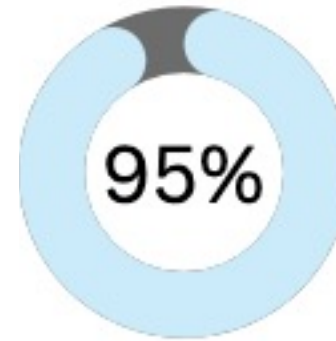
- Employee-focused Social Impact programs are what attract – and keep – your top people.



of employees believe companies must lead with purpose.



believe it's no longer acceptable for companies to make money at the expense of society at large.



of employees believe businesses should benefit all stakeholders (employees, customers, suppliers, communities) – not just shareholders.



of employees say they wouldn't work for a company without a strong purpose. In fact, 60% would take a pay cut to work at a purpose-driven company.

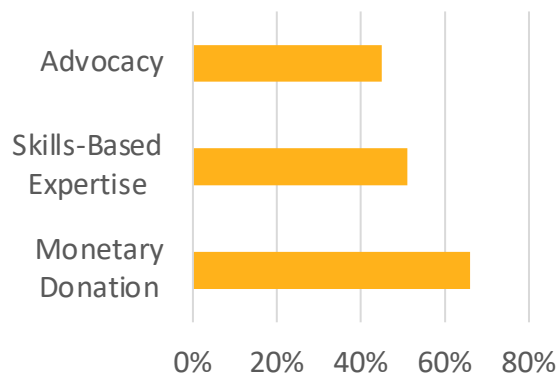
BUT

They want to engage with purpose differently in a post-pandemic world

Less Corporate Team Events

Only 8% of employees want to participate in group volunteer activities.

Donating is the #1 way employees prefer to give back to their community, followed by advocating for a cause at #2, and skills-based volunteering as #3.



More Mission Engagement at Work

80% of employees would donate, advocate or volunteer more if their employer offered them easy ways to do so.

40% of employees prefer to volunteer online.

61% of working Americans surveyed said they would volunteer more often if they had a better understanding of the impact they were making (Deloitte 2017).

5 Steps to 5 NEW Corporate Sponsors

1. Who: Ideal Partner Persona
2. Why: Unique Value Proposition
3. What: Opportunities
4. Package: Copy Development
5. How & When: Outreach

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WHO

Ideal Partner Persona



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IDEAL PARTNER PERSONA

WHAT'S YOURS?



- Take inventory your current partners and define key attributes, challenges, goals and motivations
- Survey your existing partners for satisfaction, pain points, greatest areas of value
- Categorize key personas that represent your ideal partner
- Following the same process, identify which types of partners are missing from your portfolio
- Infuse industry trends and forecasts:
 - Consider other indicators for ripe partnership, like:
 - Companies with new funding
 - Companies with rising share prices
 - Companies that have expanded their workforce recently
 - Companies that have announced new impact campaigns

Section 1: Who		
Attribute	Description	Unique Persona ID
Background	Job, Career Path, Family, Interests	
Demographics	Age, Gender, Income, Location	
Key Identifiers	Communication Preference, Decision-Making Timeframe, Industry	
Section 2: What		
Attribute	Description	Unique Persona ID
Goals	Goals for aligning with nonprofit	
Challenges	What are their impact pain points?	
Impact Solution	How can our organization help them achieve their goals and solve challenges?	
Section 3: Why		
Attribute	Description	Unique Persona ID
Real Partner Quotes	"We are looking for an expert to help us with our sustainability strategy"	
Objections	Lack of interest, pricing, decision-maker, competitor, timing	
Section 4: How		
Attribute	Description	Unique Persona ID
Messaging	How can we describe our value proposition to the partner?	
Elevator Pitch	How do we describe our value quickly?	

RESOURCE



Use this exercise to define your
annual new partnership revenue
potential

TOTAL ADDRESSABLE MARKET

How many companies are currently giving to your mission?



EXAMPLE: 1225 COMPANIES

SERVICEABLE ADDRESSABLE MARKET

How many companies meet your specific criteria?



EXAMPLE: 525

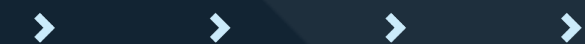
OBTAINABLE MARKET

How many companies can you convert?

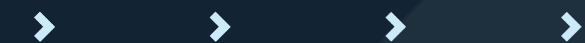
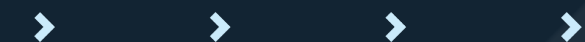
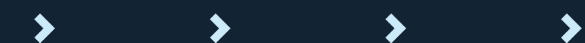


EXAMPLE: 20% (105 COMPANIES)

105 companies x \$250K (average
\$/partner) = \$26.25M
Obtainable timeline = 3 years



Strategy



Create Ideal Partner Personas

IPP | Managed Healthcare Systems



Target Companies

- United Health Group
- Aetna/CVS Health
- Humana
- Cigna
- Centene
- Molina
- Cardinal Health
- Elevance Health
- Sierra Health
- Blue Cross Blue Shield
- Kaiser Permanente
- Highmark
- Oscar Health
- Bright Healthcare
- GuideWell



WHY

Unique Value Proposition >

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VALUE-BASED BASICS

- * Brand Reputation + Awareness ●●●
- * Employee Engagement ●●●
- * Customer Engagement ●●●
- * Societal Solution ●●●
- * ESG Goals ●●●

CREATING VALUE

4 TYPES OF VALUE

BUSINESS VALUE

In business, the first question asked is, "what business challenge are we/can we solve for your customers?" The same question remains true for a corporate fundraising professional. A great way to demonstrate business value to your partner is to position your organization as a thought leader, an expert in your field. Consider offering advice, topical best practices, and thought leadership events to position your organization as the go-to resource in your mission area. This helps you build trust with your target partners and package your expertise as a highly-valuable and coveted asset.

FINANCIAL VALUE

If a company has an amazing product, the best features and stellar customer service, but the price is off or not competitive, customer acquisition and retention will remain difficult. When applying this theory to your partnership program, you can think of your "financial value" as the tangible value of your brand, recognition and activation opportunities. Some call this your "Asset Matrix" that offers parameters around your minimum requirement for corporate partners to exchange your intellectual property, how you will recognize their support of your organization and how you will activate your supporters and their constituents (i.e. social media, events, website exposure, volunteerism). Not knowing your financial value will risk unrealized revenue, overextended resources or out-pricing yourself within the marketplace.



CONSTITUENT VALUE

Any customer wants their complete team to have a good experience with a product or service the company has invested in. If the product/service is easy to use, encourages consistent engagement, and meets business goals, it's a win! Your partnerships are no different. Strive to answer these key questions, "How can our partnership help a company:

- Engage more employees
- Increase employee trust and perception of employer
- Expand their skills"

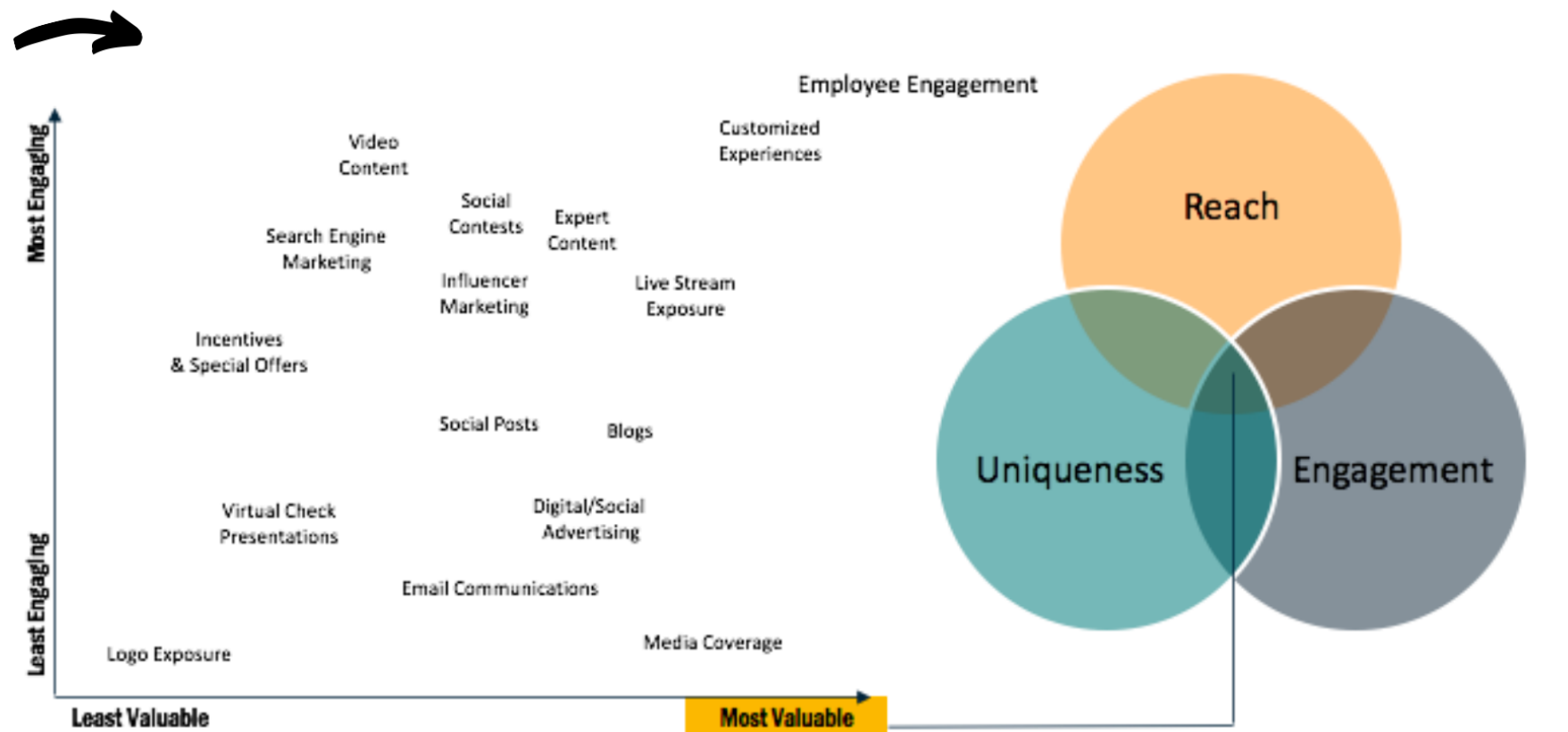
SOLUTION VALUE

So, you've solved their business challenges, have proven solid financial value and demonstrated good opportunities for constituent adoption. Now one must ask, "Why are we the best option for a strategic partnership?" What's YOUR impact on this societal challenge? How do you approach your mission differently or better than others? This essentially tees up your "unique value proposition".

RESOURCE

Use this chart to help determine your asset matrix and the financial value you provide to a company.

Contact Accelerist to create and value your matrix!



FINDING YOUR UVP

Defining the value you can bring to a company is important. Determining your unique value proposition is critical - and even more difficult. The difference between value and unique value can be illustrated through a traditional sales concept called the "Value Wedge".

VALUE WEDGE

VALUE PARITY

PARTNERSHIP VALUE PARITY: a value proposition that several organizations can claim and deliver on. Your organization must evoke similar value offerings to partners as other organizations to remain competitive. This might include activation opportunities like logo exposure or social media posts, or constituent engagement like employee volunteerism. While Partnership Value Parity is necessary, it is not differentiating or unique.

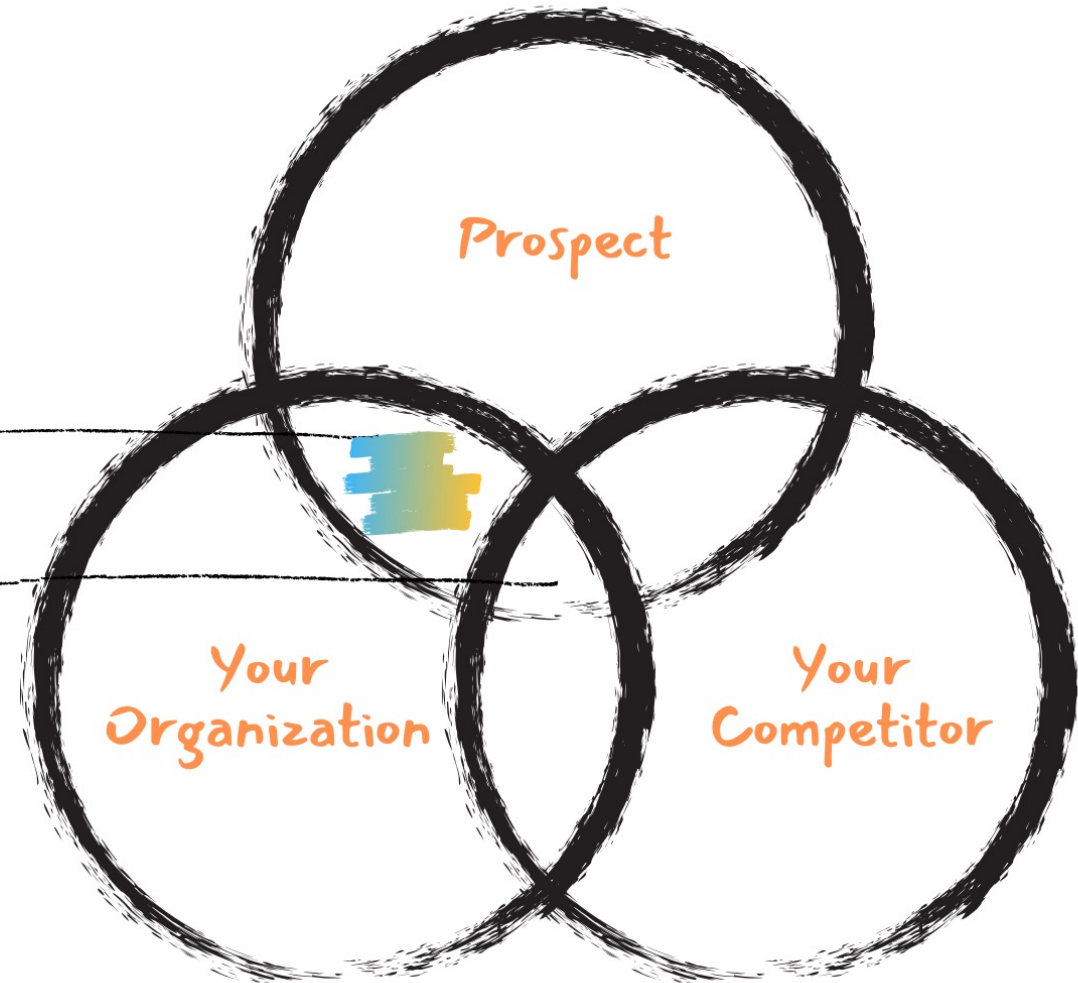
PARTNERSHIP VALUE WEDGE: a value offering that is exclusively unique to your organization. This proprietary value point could include activation opportunities, programmatic impact, your approach to your mission, or even how you steward your partners. To arrive at your value wedge, consider...



What's Unique to You?

What's Important to
Your Partner?

How Have You Proven
This Value Before?



LOOK AT THESE EXAM- PLES

Traditional Sales



UVP: "Name Any Song in Seconds"

This supports their customers' pain points of wanting to find the name and artist of a song, and do it quickly.

Nonprofit Example



UVP: "For every student, every classroom. Real Results."

This supports their targeted mission-served constituents' needs for equitable access, a variety of learning environments and the need for a return on their time investment in education.

Corporate Fundraising Examples

Organization A

UVP: "Build authentic connections with passionate consumers."

Supports partner pain point of customer engagement.



Organization B

UVP: "Increase employee engagement through impact-driven partnerships."

Supports partner pain point of employee engagement and impact reporting.



Organization C

UVP: "Drive brand awareness through authentic impact storytelling."

Supports partner pain point of brand awareness and authentic customer engagement.



WHAT Opportunities



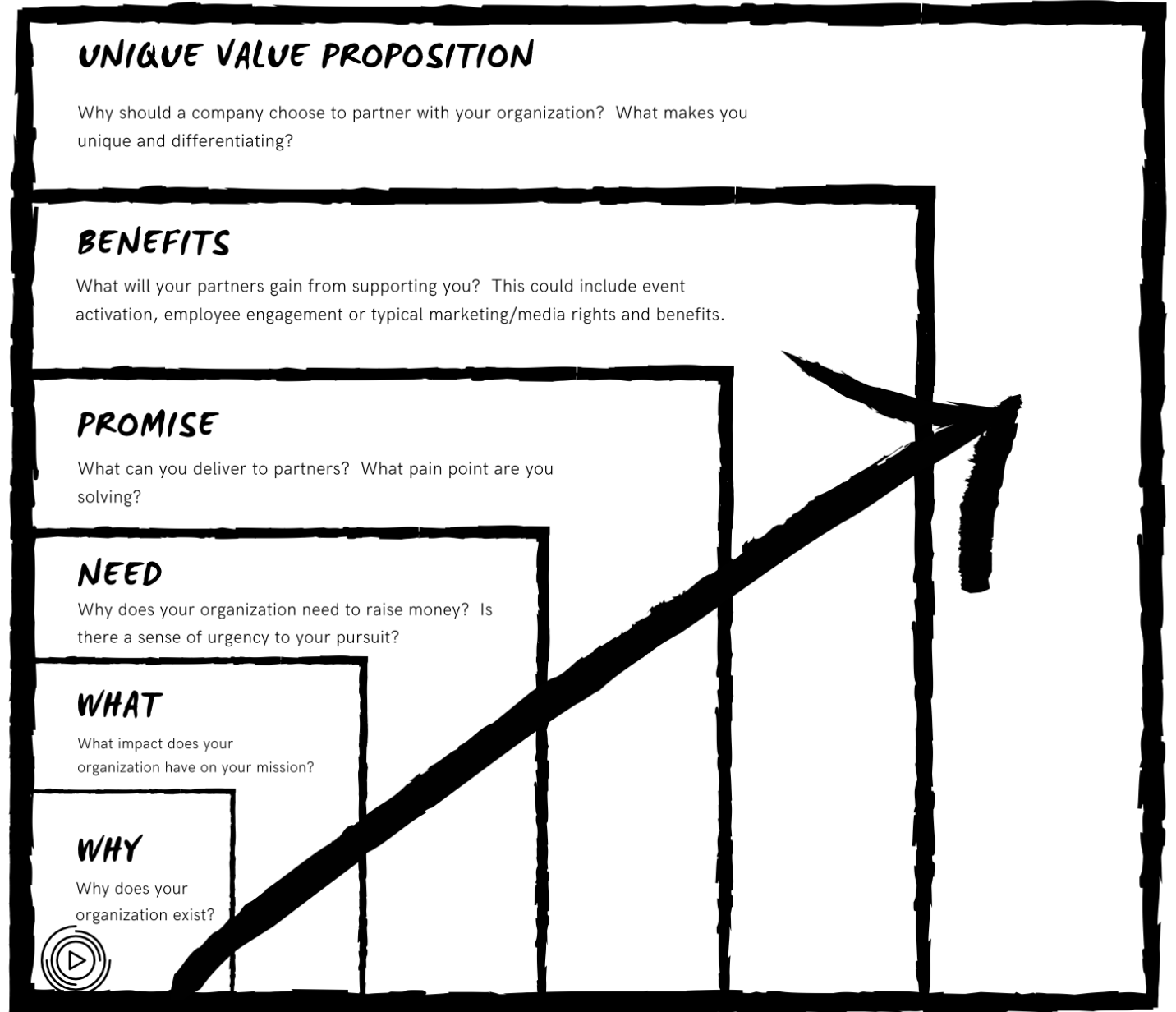
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PACKAGING YOUR UVP

Once you've done the hard work to identify your promise to corporate partners, what they will gain from partnering with you and why they should choose you over competitors, consider this methodology to package your organization in an understandable and impactful way.



Package Copy Development



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OUTBOUND FUNDRAISING



Combining mission content and success stories with an operationalized approach to outreach can increase outbound fundraising effectiveness. Get specific about touchpoints, cadence and content to devise outbound campaigns that win over prospects.

BEST PRACTICES

1

Mission Content

Multi-purpose mission content from marketing campaigns to infuse in cold outreach. Evoke a balance between mission impact and business value when deploying outreach materials.

2

Drip Campaign

Develop specific campaigns targeted to your Ideal Partner Personas that "drips" content to prospects, and encourages additional points of engagement with your mission.

3

Diverse Touchpoints

Create a multi-touchpoint drip campaign that utilizes email marketing, cold-calling and social networking to move prospects through your funnel.



CONTENT

[illegible]

Hi [contact],

Susie's life was saved by advancements in research. You can watch this video: ----

If [company name] is interested in making an impact with NonProfit Demo, let's connect! Do you have a few minutes next week to chat?

Thanks,

yunqi@gstdev.com
NonProfit Demo
www.Accelerist.com

text

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Hi [contact],

Over the past 12 months, we've We feed 1,000,000 children each year.. We've noticed [company name] is committed to [CSR focus areas] and typically supports organizations through [types of investment]. We have a few new opportunities for companies to tangibly make a difference on Agriculture, Food, Nutrition, like:

- This is an opportunity for a COVID fund.
- We have a brand new program to support health equity.
- Our amazing Gala.

Do you have a few minutes next week to connect?

Thanks,

yunqi@gstdev.com
NonProfit Demo
[www.Accelerist.com](#)

+ characters: 559

HOW & WHEN Outreach



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RESOURCE



Use this template to craft your
gameplan for outbound
fundraising

Duration: 12-32 days for outbound outreach (transactional v. relational)

Cadence: 2-5 days in between each touchpoint

Content: Optimal length of an email varies, but emails with less than 300 words tend to perform better than emails with over 300 words.

Voicemails should be no more than 30 seconds.

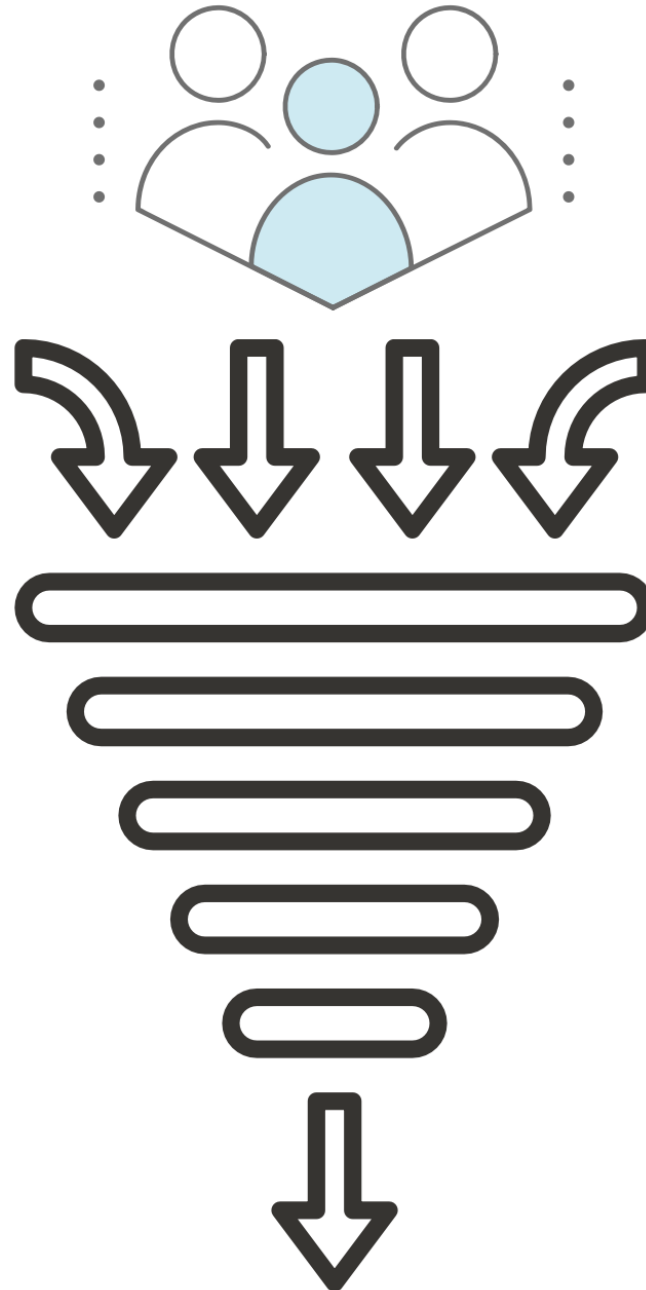
SAMPLE GAMEPLAN

Deployment Day	Touchpoint Template Name
Day 1	1 st Email – Get to Know You
Day 3	Phone Call Reminder + VM Script
Day 7	2 nd Email – Brief Follow-up
Day 10	Phone Call Reminder + Social Media Script
Day 15	3 rd Email – Mission Content
Day 20	Social Media Reminder + Script
Day 25	Phone Call Reminder + VM Script

TRY *THIS* FUNNEL



Combine inbound and outbound strategies together to diversify your new partnership development. Implement deliberate tactics at each stage of the funnel to move your prospects closer to a partner.



IDEAL PARTNER PERSONAS

Consider how you are going to attract, connect with and convert your Ideal Partner Personas.

INBOUND

- Paid, owned, shared, earned or donated media
- Content marketing
- Blogging
- Influencers
- Board Members/Volunteers

OUTBOUND

- Email campaigns
- Cold-calling
- Social connections
- Networking

AWARENESS

Standard conversion = 10%

CONSIDERATION

Standard conversion = 25%

CONVERSION

Standard conversion = 50%

RETENTION

Standard retention = 85%

EXPANSION

Standard expansion revenue = 10%

Strategy

Crunch the Numbers

	Customer (Actual)	Revenue
Annual Corporate Revenue Goal (% of Org Gross Receipts)	10%	\$ 1,000,000.00
% from New Business		
0-4 year program	60%	\$ 600,000.00
5-10 year program	45%	\$ 450,000.00
11+ year program	10%	\$ 100,000.00
% of New Business (assuming 5-10 year average program)		
Inbound	33%	\$ 33,000.00
Outbound	66%	\$ 66,000.00
If < 1 BDR		\$ -
If 1 BDR		\$ -
If 2 BDR		\$ -
If 3 BDR		\$ -
If > 3 BDR		\$ -
Average Partner Value		\$ 20,000
# of New Partners Needed		5
# of 2nd Partner Meetings		10
# of Discovery Partner Meetings		40
# of Interested Prospects		400
# of Cold Prospects		4000
# of Unique Prospects Per Month Needed		445

NEW CORPORATE FUNDRAISING ACCELERATOR

PORTFOLIO BREAKDOWN

Best Practice

Type of Revenue	0–4-year-old program	5–10-year-old program	11+ year-old program
Existing Revenue	20%	50%	70%
Expansion Revenue	0%	10%	15%
Net New Revenue	80%	40%	15%

Your Organization's Program

Age of Program? [Insert Here]	Existing Revenue	Expansion Revenue	Net New Revenue
Percent of Portfolio	[X%]	[X%]	[X%]
Revenue Amount	[\$X]	[\$X]	[\$X]



% of New Business supported by Team Member	
Inbound	33%
Outbound	66%
If < 1 BDR	20%
If 1 BDR	40%
If 2 BDR	60%
If 3 BDR	80%
If > 3 BDR	100%

PARTNER ACQUISITION FUNNEL

Best Practice – Annual Funnel

Type of Prospect	Conversion Rate	Sample # of Prospects
Cold Leads	10%	16000
Interested Prospects	10%	1600
Discovery Meetings	25%	160
2 nd Meetings	25%	40
New Partners	50%	20

20 Partners x Average Partner Value (\$100,000) = \$2,000,000

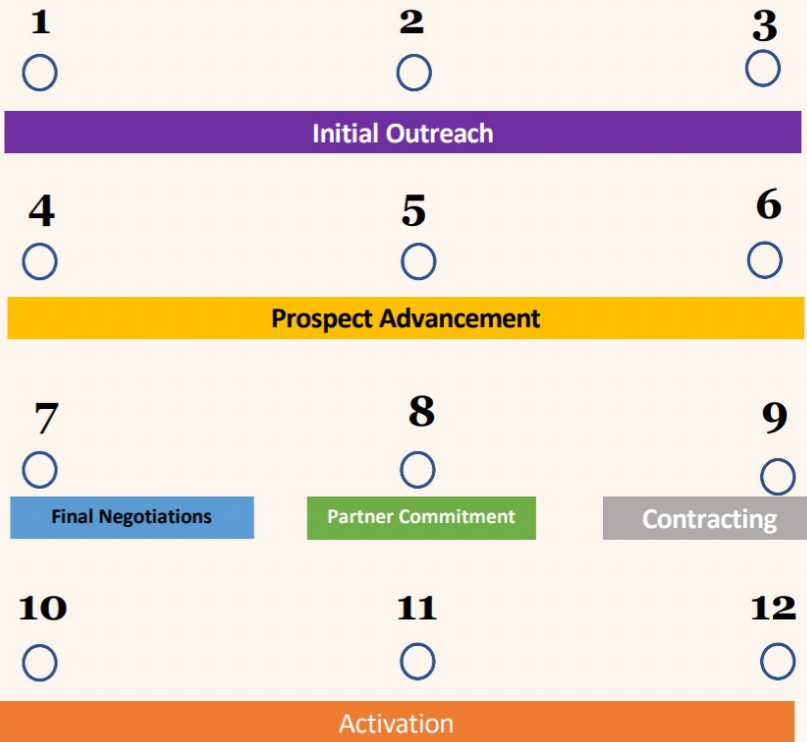
Your Organization's Program

Total Net New Business Revenue Goal [\$XXX,XXX]
Average Partner Value [\$XX,XXX]
of New Partners Needed [XX]

Type of Prospect	Conversion Rate	Sample # of Prospects
New Partners	50%	[XX]
2 nd Meetings	25%	[XX]
Discovery Meetings	25%	[XXX]
Interested Prospects	10%	[XXXX]
Cold Leads	10%	[XXXXX]

ACQUISITION TIMELINE

Best Practice – Monthly Plan



onecause® | WEBINAR

SECRETS TO SUCCESSFUL Peer-to-Peer Fundraising

Ignite Participant Engagement
& Drive Donations



Wednesday, July 12, 2023



Chris Hammond
CEO & Founder
Corporate Giving Connections



Kim Hall
Senior Peer-to-Peer Fundraising Consultant
OneCause



Raise Nation Radio

The Podcast for Fearless Fundraisers





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