

WEBINAR

onecause®  
POWERFUL FUNDRAISING SOLUTIONS

# Power of Corporate Partnerships: Inside Tips & Marketing Strategies.

WED OCT 17 | 1:00PM ET | 12:00PM CT | 10:00AM PT



A young woman with a colorful patterned scarf is smiling and looking down at a small, colorful notebook she is holding in her hands. The background is a blurred indoor setting with other people.

# Agenda

- Welcome
- PepUp Tech Story
- CSR 101
- Top 5 Inside Tips
- Q&A

# Session Hosts



**Kelly Velasquez-Hague**  
VP of Content Marketing & Engagement  
OneCause



**Jessica James**  
CSR Consultant, Director of Development for  
PepUp Tech



## Empower the next era of tech through education

PepUp Tech gives motivated, underserved students the access, skills, mentors, and confidence needed to begin careers in tech while diversifying the industry as a whole.



To learn more go to [pepuptech.org](http://pepuptech.org)

# onecause

POWERFUL FUNDRAISING SOLUTIONS



\$1 Billion+  
Raised



1 Million+  
Donors  
Engaged



13,000+  
Events




OneCause Product Survey - 700 Nonprofits

Top 3 Challenges:

- Acquire New Donors
- Securing corporate sponsors
- Raising more funds for the cause

*Why Can't We Unlock All 3?*



# CSR 101

# WHAT IS CSR?



AWARENESS



PARTNERSHIPS



IMPACT

Corporate responsibility is the global shift that is requiring companies to incorporate purpose into profit generation by being accountable for their social and environmental impacts, demonstrating good global citizenship, and forming positive partnerships in their communities.



# WHY CSR?

**20<sup>.77</sup>  
BILLION**

**in Corporate Social Responsibility  
to nonprofits in 2017**

- Talent acquisition
- Employee retention
- Reputation management
- Brand building
- Content generation
- Improved marketing strategies
- Stronger shareholder value
- Profit generation



# CONSUMER INFLUENCE

**88% OF MILLENNIALS** \_\_\_\_\_

*believe their employers should help address societal issues*

**60% OF AMERICANS** \_\_\_\_\_

*hope businesses will drive social and environmental change*

**87% OF CONSUMERS** \_\_\_\_\_

*said they would purchase a product because a company supported an issue they care about*

**76%** \_\_\_\_\_

*will refuse to buy from a company if they learn it supports an issue contrary to their own beliefs*

# WAYS CSR IS DEMONSTRATED



1

PHILANTHROPY



2

VOLUNTEER



3

ENVIRONMENTAL

Common corporate involvement  
and partnerships.



# TOP 5 INSIDE TIPS



In a symbiotic relationship,  
two or more organisms  
**live closely together.**

CSR

So how can my  
nonprofit  
capitalize on this  
moment in time?



# TIP 1: DEFINE YOUR NICHE

- 1) What differentiates your non-profit?
- 2) How does the fulfillment of your mission help the private sector?
- 3) What unique engagement opportunities can you offer a corporate group?



## TIP2: GET A WIIFM

- 1) Speak their language
- 2) Define the ROI of partnering with your non-profit (get creative!)
- 3) Have a menu of opportunities for engagement that makes you their one stop shop





TIP3:  
CREATE  
MEANINGFUL  
OPPORTUNITIES

- 1) Create programs with purpose - no more mural painting
- 2) Find out how to leverage their skills
- 3) Structure it flawlessly

# HOW TO MONETIZE

## the 2 Schools of Partner Creation

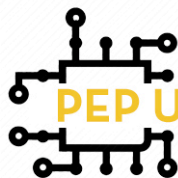


1. **Up Front Cost** - define the cost of a partner program or volunteer opportunity up front. Charge the corporate partner. **RISK:** transactional one-time relationship.
2. **Bread on the Water** - no fee, nonprofit covers the cost. Uses event or program to create a long-term partnership. Use the “afterglow” approach about funding, annual needs, larger sponsorship. **RISK:** nonprofit may have to absorb costs .



# TIP 4: BUILD STAFFING MODEL

- Figure out staffing plan; for each event and ongoing operations.
- Determine frequency (annual vs. quarterly)
- Define length (1/2 day vs. full day)



**PEP UP TECH MODEL: TECH BOOTCAMP**



# TIP 5: IT'S ALL ABOUT THE RELATIONSHIPS

- Activate board members as champions
- EVERY company is a prospect
- Cultivate the same as individual donors



**PEP UP TECH MODEL: WRAP AROUND EVENTS**



# PEP UP TECH STORY



## TECH EXPLORERS

Our Tech Explorers team works with schools and community based organizations to bring tech resources and curriculum to students in grades Pre K-12.

## SALESFORCE BOOTCAMP

The Salesforce Bootcamp program works with colleges and universities to connect students to professionals, networking events, and careers in the Salesforce ecosystem.



## 2017 Summer Camp Partners and Resources



**summer**  
**<coding>**  
**CAMP**

This summer make friends as you master new tech skills!  
PePUp will be partnering with [PopUpTech.org](http://PopUpTech.org) to empower the next generation of coders, app developers, game designers, engineers, and innovators.  
Join us for 7 weeks of Computer Programming learning for kids ages 4-14.

**Computer Coding Camp**

- All kinds of Coding Activities Weekly
- Character Design & Story Board
- Weekly Art using Computer Coding Software
- Learn New Technology & Used in the World
- Code, Hack, & Invent! Hack & Build Connected
- Weekly Field Trips to Explore & Try on Action



Special Thanks to Arkus and Tech Fin, our 2017 and 2018 supporters who provided all of the computer equipment to PepUp Tech Explorer students!



### IN PARTNERSHIP

We partner with existing programs in underserved communities to integrate and deliver tech learning.

Bring Pep-Up Tech to your program >



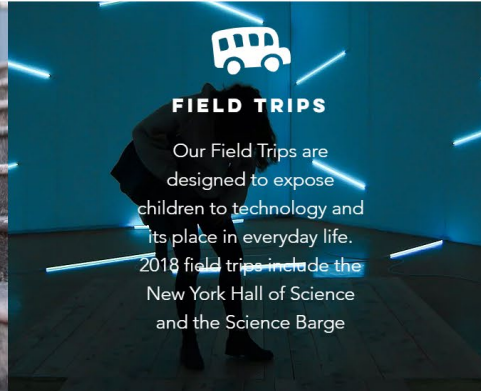
### TECH LEARNING

Children learn to code on fun intuitive platforms like Code.org and OSMO! Students explore both P.C. and Mac use.



### FIELD TRIPS

Our Field Trips are designed to expose children to technology and its place in everyday life. 2018 field trips include the New York Hall of Science and the Science Barge



### PREVENT SUMMER MELT

Students use IXL to review important concepts and prevent summer learning loss.



🔍 Search items...

Welcome

Purchase Tickets

Make a Donation



**PepUp Tech**  
**Karaoke for a Cause**  
Monday, September 24th at 7:30 pm  
**Pandora Karaoke**  
177 Eddy St, San Francisco, CA 94102  
**Tickets \$30**  
Food and Drinks will be served

**PepUp Tech**

146 SE Bella Strano  
St. Lucie, FL 34984



Search items...

Welcome

Purchase Tickets

Make a Donation

Raffle Tickets



**ASHLEY LAGOS**

PEPUP TECH ALUMNI,  
SALESFORCE ADMINISTRATOR  
ONETABLE, NYC

Sponsored by  
**SaaS CG @SAASCG**

Join us in Denver Colorado at  
WITness Success  
and help young talented women like  
Ashley blaze their trails!

## Tavern Downtown

1941 Market Street  
Denver, CO 80202  
303-226-1555

SATURDAY JULY 28TH  
8:00PM

FOOD . DRINKS. FRIENDS. FUN

## Rooftop Lounge

**PepUp Tech**

146 SE Bella Strano  
St. Lucie , FL 34984

[Visit our website](#)





# MARKETING STRATEGIES

# MARKETING BEST PRACTICES

## 3



### Marketing Big Hits

1. **RECOGNITION** - Public recognition via social media.  
**TIP:** track metrics and social stats.
2. **ACKNOWLEDGEMENT** -regular shows of gratitude to corporate partners. **TIP:** video!
3. **COMMUNITY** - drive engagement with a sense of community. **TIP: Facebook.**



# MARKETING TOOLKIT



## 5 tips to Market Brilliantly

1. SPEAKER BUREAU
2. BUSINESS EVENTS
3. PRESS RELEASES
4. CREATIVE EVENTS
5. SHARE STORIES

# Questions?



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**EBOOK**

**onecause**  
POWERFUL FUNDRAISING SOLUTIONS

**WAYNE EELSEY**  
BELIEVE. BRAND. ENGAGE.

**BONUS  
CONTENT**

**A Nonprofit's Guide**  
TO THE **WORLD OF** ———  
**CORPORATE  
SOCIAL  
RESPONSIBILITY**

<https://try.onecause.com/csr-guide-1/>

