

I Corporate Funding - Strategy

A. Corporations Fund Organizations & People

B. Success = Relationships

- a. Relationships w/key members of the organization, other sister organizations aligned with the group, and fellow organizations locally and nationally working to the same end.

C. Why You?

1. Mission (Yours vs. Theirs – Find Similarities)
2. Economic Objectives
 - a. What are you trying to raise? Capital, awareness, volunteers? Primary, secondary
3. Develop Support Tiers
 - a. Once your goals are outlined, develop tiers of support for potential partners
4. Relationship Forecast
 - a. Know that most funding sources need time to get to know you as an organization and team. As your desire for additional funding/resources should be strategic – take time to get to know one another, strategize for the long haul.
5. Can you articulate your message in two minutes?
 - a. How will your affiliation with this organization help achieve your goals?
 - b. How will your affiliation with this organization help achieve their goals?

D. Do Your Homework

1. Unique & The Same
 - a. Who else are they supporting and why? What is different yet the same regarding your cause?
2. CEO & Managerial Corporate Team & Family – What activities do the execs enjoy? Where do their families reside? How will this affect their personal lives as well? Personal notoriety is another enticing strategy.
3. Tap Into Existing Resources
 - a. Utilize your contacts to gain information/research and open doors.
 - b. What can you bring to the table? A resource team to do an assessment near the corporate headquarters? Publicity? Signage? Invitations to special events? Networking?

E. Create Marketing Plan

1. Collateral
2. Public Relations
3. Events
4. Networking
5. Sister Organization Alignment

F. Establish Brand Identity

1. Conduct SWOT Analysis
 - a. Internal / External
 - b. Research, Incentives?
2. Set One, Two and Three-Year Financial Goals
3. Establish 'Working' Calendar
 - a. Internal / External
 - b. Include Marketing for Donors/Sponsors on Internal
4. Corporate Standards Manual
5. Network
6. Family
 - a. This organization will become a part of your family, make sure you're willing to accept them with open arms AND for the long haul. They're making an investment in you – and you in them.

OVERVIEW

• DEVELOP YOUR IDEA

Very similar to grant writing in that aspect
1/3 Technical Writing, 1/3 Sales, 1/3 Politics

• RESEARCH FUNDERS

Match your needs with funder's patterns and mission

• CUSTOMIZE PROPOSAL

• RESPOND TO DECISIONS

• WHAT'S ATTRACTIVE TO CORPORATIONS/BUSINESSES?

Originality
Problem Solving
Timeliness
Compelling Need
Outreach
Sustainability