



How to Secure Business Partnerships for Nonprofits

A Blue Avocado workbook
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Partnerships increase your volunteer pool and your revenue, enhance your mission's visibility, widen your network, and develop your strategy. This workbook helps you form effective corporate partnerships by taking you through three questions:

Section I

What are the organizational goals to fulfill within the upcoming year?

Section II

What resources do you have within your organization that adds value to a corporate partner?

Section III

What criteria should you have in place to ensure you choose a partner that will help you achieve your goals?

Section I. Define Your Goals

1. What goals are most meaningful to the people you serve or the cause you're fighting for?
2. How can you best meet those goals through a series of specific objectives?
3. What goals would best persuade your contributors that the work you do is important and makes a difference?
4. What specific objectives would help convince them that you're meeting those goals?

Section II. Evaluate Your Assets

Conduct an analysis of the assets and resources that your organization can bring to a cause marketing relationship. **Look at the list from an external perspective:** How could the assets and resources you have benefit a corporate partner?

Here are examples of assets you might offer:

- Compelling stories
- Active community
- Volunteer opportunities
- Well-attended events
- Facility that shows your mission in action

10 Questions to Help Start Your Asset Inventory

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| 1. Do you have an event that will provide great visibility for your partner? | Yes | No |
| 2. Do you have a facility or space that shows your mission in action? | Yes | No |
| 3. Do you have a well-trafficked website that can help to bring awareness to a partner's brand, products and/or services? | Yes | No |
| 4. Do you have a physical or virtual gift shop that can serve as a distribution channel for the partner's products? | Yes | No |
| 5. Do you have employee volunteer opportunities that could help boost morale and embrace the company culture? | Yes | No |
| 6. Do you have a relationship with a sports star or celebrity to feature in a joint advertising campaign? | Yes | No |
| 7. Do you have an extensive network of volunteers or local offices to help market a company's products or services? | Yes | No |
| 8. Do you have an active community that aligns with the company's target market? | Yes | No |
| 9. Do you have captivating and compelling stories, photos, and/or videos that could generate a positive emotional response for joint advertising? | Yes | No |
| 10. Do you have a strong social media following with an engaged audience? | Yes | No |

Section III. Find the Right Partner

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| 1. Is the company compatible with other funders? | Yes | No |
| 2. Do you have the capacity to manage the relationship? | Yes | No |
| 3. Will the relationship be a two-way street? | Yes | No |
| 4. Are there any legal considerations? | Yes | No |
| 5. Is the company's market compatible with your demographic? | Yes | No |