



My name is Gina Moore and I'm excited to be talking with you today about how your club, district and region can increase your fundraising through corporate sponsorships. My goal today is to provide you with a few tips on how you can strategically build relationships to share the Soroptimist mission with businesses and ask for their financial support.

Perhaps you have already had successes in this area- I encourage you to be sharing those with each other throughout the day!

Why do businesses support non-profit organizations?



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While corporate philanthropy and sponsorship has undergone many iterations over the years, one thing has remained constant – corporations support programs, events, or organizations that will help them achieve their goals.

So why do businesses support non-profit organizations? Corporate sponsorship is tied to a company's marketing goals. Businesses want to improve their brand's relationship with their target market AND improve their target market's relationship with their brand.

Corporate philanthropy goals are aligned with their desire to be socially responsible companies, making a difference in the community and world through their product and/or service. Many companies have priority areas aligned with their Corporate Social Responsibility goals.



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One Size Does Not Fit All

- **Who is their target market?**
- **With whom are they trying to nurture a relationship?**
- **Who are they trying to influence?**
- **Who makes up the audience that drives their revenue?**



There is no one presentation or prospectus that will sell Soroptimist to a business or corporate partner. Just as when we are speaking with individuals, we have to appeal to what they are most interested in, the same is true for a corporate partner. Proposals also have to be tailored to what we understand their needs and goals to be in a potential partnership.

Figuring out where to make a pitch is important. For every potential corporate donor, you need to know about their brand, objectives, priorities and target markets. Understanding how the Soroptimist brand connects with the business's goals can be determined by researching some key questions.

Some of these questions include:

1. Who is their target market?
2. With whom are they trying to nurture a relationship?
3. Who are they trying to influence?
4. Who makes up the audience that drives their revenue?

In addition to considerations about whether we are a good fit for the corporation, we also have to consider that they are a good fit for us. We do not want to be associated with a brand that has an unfavorable reputation or conflicts with our core values.

What We Have to Offer

- **Our Reach**
 - Number of Members
 - Demographics
 - Number of women and girls served
 - Supporters, social media and other partnerships
- **Our Values**
 - Invest in education
 - Support economic empowerment
 - Focus on women and girls
 - Make dreams come true
 - Believe individuals can make a difference
 - Volunteerism



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Soroptimist offers a unique partnership with corporations who are looking to connect to our members, mission and programs. When there is alignment of values on both sides, there is an opportunity for a philanthropic relationship.

Whether you will be approaching smaller businesses or national corporations, it's important to emphasize the reach that our organization has on an international, national and local level. You may want to have information prepared about your 'reach'- the members, women, and girls in your club, district or region.

Consider:

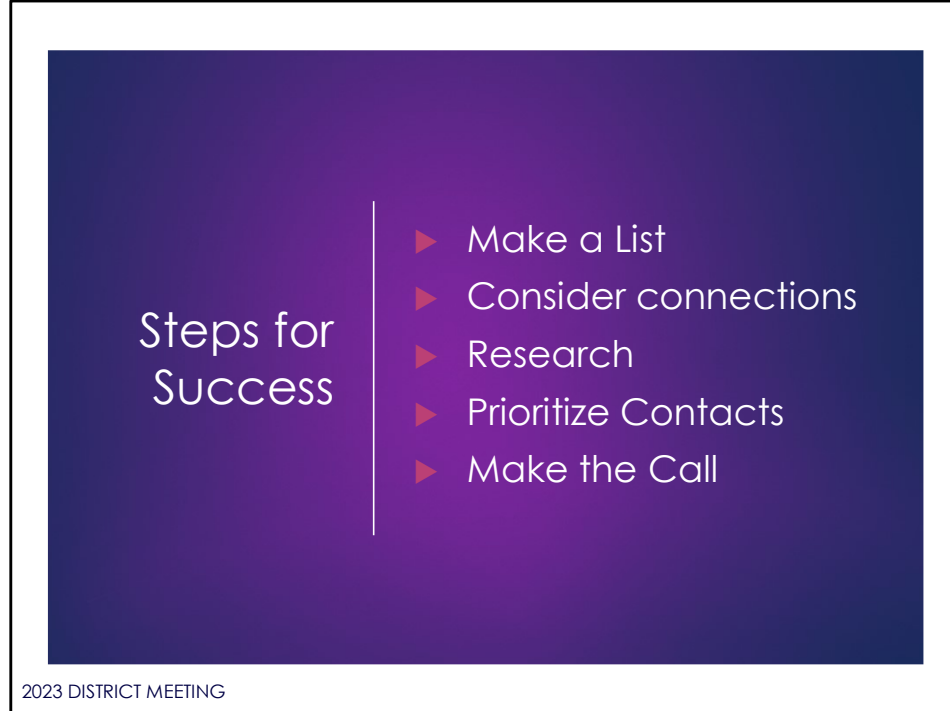
- How many members you have.
- The demographic description of your members.
- The number of women and girls you serve and ripple effect of your community service work.
- How your reach is extended by your supporters, social media followers and others with whom you interact.

We can appeal to a company's desire to demonstrate how they share priorities and values with their target market.

The values we have to offer:

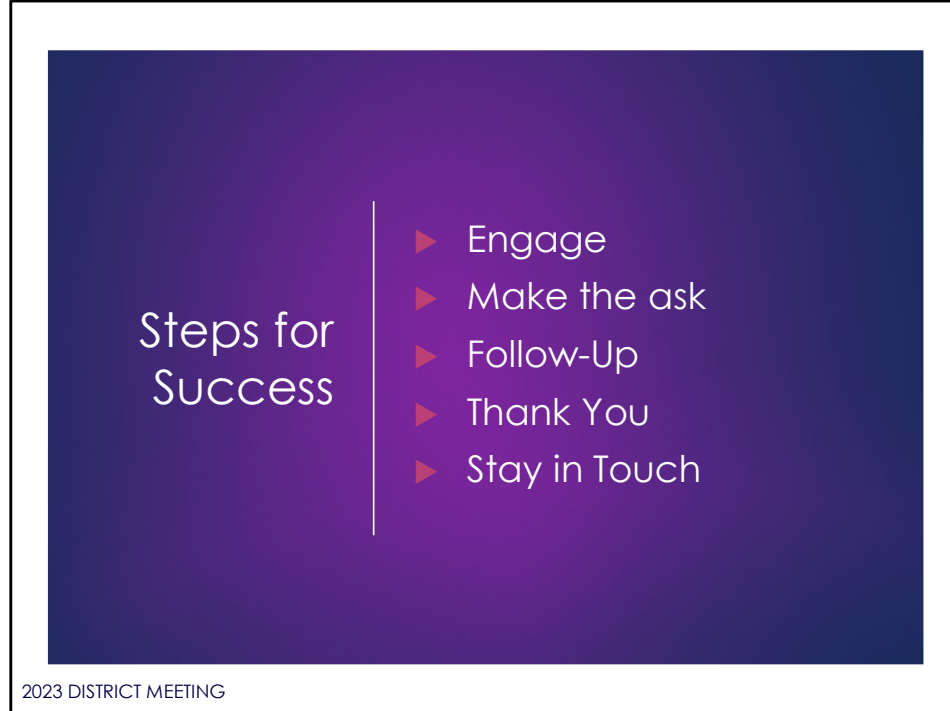
- Invest in education.
- Support economic empowerment.
- Focus on women and girls.
- Make dreams come true.
- Believe individuals can make a difference in building a better world.
- Demonstrate the power of volunteerism.

By supporting Soroptimist, they can demonstrate to their market they share the same values which will help them to deepen engagement and loyalty with their customers.



Now let's talk about how to get started and begin connecting with potential corporate sponsors about our work and mission. I will share a few practical steps for success

- Make a list of all corporations you think you would like to approach.
- Make a list of connections you or others you know have to those businesses that might help you make an initial approach. Speak with those contacts about how they can help open up the first conversation.
- Do your research by answering some of the questions we went over earlier that help you to get to know what the company's goals are.
- Using the information created in the first three steps, prioritize those contacts where there is a good overlap of values and needs and where you have a connection.
- It's time to pick up the phone and make the first call. While oftentimes it can be easier to send out letters to a long list of potential supporters, it is less personal. People give to people. Consider dropping by a local business and introducing yourself to the manager. Building a relationship with the primary contact will go a long way in engaging them in the mission.



Now that you've made that first call, introduced yourself and let the company know a bit about Soroptimist, hopefully you've captured their attention!

- In the first call, or in a follow-up e-mail, consider inviting them to attend an upcoming event so they can get to know the work that you are doing in the community. Share your website or a recent newsletter that highlights an area of interest they may have. Providing ways to learn more and stay connected will keep them engaged and interested.
- Based on what you learned about their interests in that first call and further engagement, make a clear ask for support towards one project that connects with their goals and values. You will want to make the ask in writing either through a letter or proposal, especially if you are requesting a grant from a corporate foundation. Make sure your call to action is clear- are you looking for funding, a product donation, volunteers? The more specific the ask, the more likely you are to get what you ask for.
- They likely will need time to consider your ask. Ask them if it would be okay to call them in one week to follow up. This provides time to answer any additional questions they may have.
- Whether they responded with a yes or no, it's time to say thank you! If they are not able to support you at this time, thank them for their kind consideration and let them know you'd like to stay in touch. Add them to your mailing list so they can stay informed and

connected. If the answer was yes- congratulations! You have taken the steps to cultivate and solicit a new corporate partner.

- The key to successful and long-lasting partnerships is to stay in touch. Let supporters know the impact that their gift made through an update letter or email. Invite them to your events and continue to steward them as potential future supporters.

Resources

▶ **12 Free Templates for Writing a Sponsorship Letter**

<https://blog.fundly.com/sponsorship-letters/#acknowledgement>

▶ **Event Sponsorship: What it is and How to Get Sponsors**

<https://www.eventbrite.com/blog/guide-to-event-sponsorships00/>

▶ **How to Write a Winning Grant Proposal**

<https://blog.candid.org/post/how-to-write-a-grant-proposal/>

▶ **Building a Strong Community of Support for your Nonprofit**

<https://afpglobal.org/back-basics-building-strong-community-support-your-nonprofit>

2023 SIA REGION CONFERENCE

There are a number of resources available to support you in your efforts to secure corporate sponsor support. Listed here are some suggested websites that offer templates, tools and other ideas for beginning to fundraise from businesses both small and large!

Please reach out to your region fundraising chair, or SIA Fund Development staff with any questions you may have. We are here to help!

Thank you!