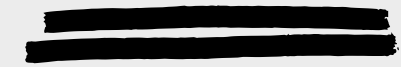


PLAYBOOK SERIES



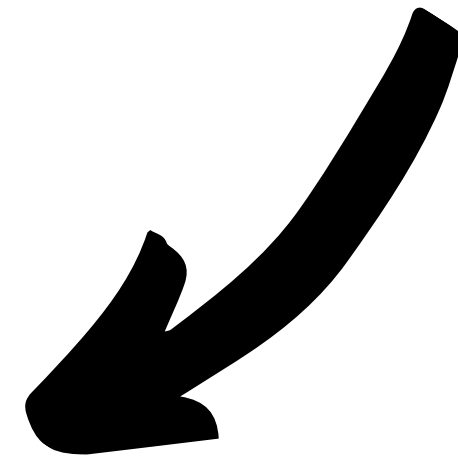
2021

# BUILD CORPORATE PARTNERSHIPS



Applying Basic Business Principles to  
Corporate Fundraising  
4 Volumes





# BUILD CORPORATE PARTNERSHIPS



LIKE A BOSS

PLAYBOOK VOLUMES



- 1 PROSPECTING
- 2 UNDERSTANDING YOUR VALUE
- 3 ACTIVATING YOUR AUDIENCE
- 4 STEWARDSHIP

Although classified as a not-for-profit organization, many of you are managing charitable organizations and even corporate revenue streams equivalent to the size of a small-mid market business. You're accomplishing all of this great work with lower resources and less efficiency. We thought it would be helpful to outline how basic business principles can operationalize and exponentially grow your corporate partnership programs.

Accelerist's new Playbook Series offers you actionable concepts and resources to fundraise from new or existing partners like a boss!

You bring the heart, soul and expertise. We'll bring the method, efficiency and a little madness. Let's go!

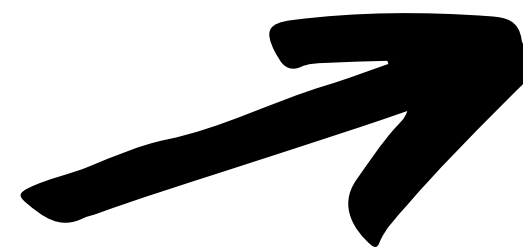


ACCELERIST  
PLAYBOOK

2021

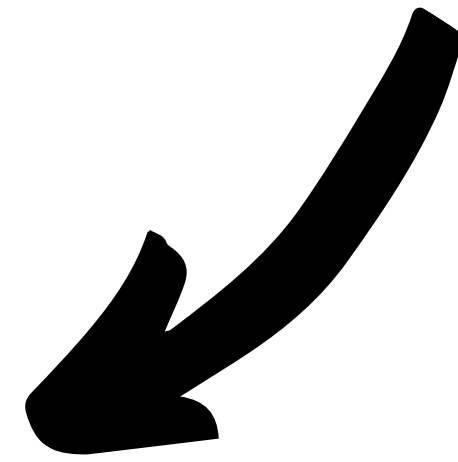


POSITION

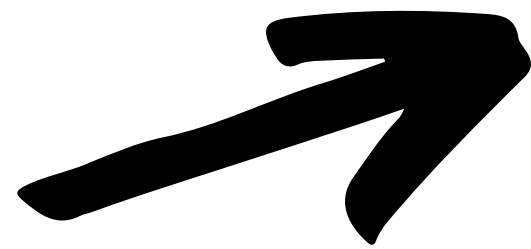


LIKE A  
BOSS





# POSITIONING



LIKE A  
BOSS

PLAYBOOK  
OUTLINE



- 1 VALUE-BASED PARTNERSHIP STRATEGY
- 2 CREATING VALUE FOR YOUR PARTNERS
- 3 DEVELOPING YOUR UNIQUE VALUE PROPOSITION

BRIEF  
INTRODUCTION



# POSITIONING

While corporate philanthropy was born out of pure altruism (i.e. "We give back because it's the right thing to do"), corporations are savvier and more transparent with their philanthropic decisions because their consumers, employees and shareholders demand it.

Companies have evolved their support of social issues from pure philanthropy to measurable corporate citizenship. They now make commitments to solve pressing societal challenges and integrate a sense of purpose throughout the fabric of their company.

This evolution is not accidental. It's happening because of the impact such commitments can have on a company's overall success and growth. According to IR Magazine's 2020 Corporate Study, high-purpose brands will double their market value more than 4x faster than low-purpose brands and will create much higher levels of total shareholder returns.

"Purpose" commitments are now a business decision, and one that is followed with targeted pain points and a crowded marketplace. Nonprofits have to redefine the way they position and package their value to corporations to remain relevant. We've borrowed basic business principles to help you understand your value and competitively position your organization like a boss!

# VALUE-BASED BASICS

In business, there's a concept called value-based selling. It's a simple sales method that focuses on creating and communicating the value your customers will get from a product or service, rather than on the price or overcoming adoption barriers. Successful value-based sales strategies demonstrate how a product/service can help the customer achieve their goals. Done right, this process can lead to a substantial increase in the amount of revenue made per customer and can also help create long-term relationships.

If we apply this same concept to corporate partnership development, you can build bigger partnerships that last longer than the 3-year industry average simply by leading with how your organization can solve a partner's biggest pain points. The first step in developing a value-based partnership program is identifying those pain points. If you have a robust partner portfolio already, they are always a good resource for sourcing and categorizing pain points. Consider a survey or town hall with your existing partners to help you build the basis of your value-based partnership program. While many companies have different needs and goals, most of their pain points can be described in five groups.

## \* Brand Reputation + Awareness ● ● ●

"Protecting brand reputation and building trust" was listed as the #1 most important priority of corporate affairs professionals, according to the 2020 Oxford-GlobeScan Global Corporate Affairs Survey. Ask: "How can our organization help a company protect/build their reputation and brand trust?"

## \* Employee Engagement ● ● ●

"Stakeholder engagement" was listed as the #2 most important priority of corporate affairs professionals in the same study. Companies invest heavily in retaining and deepening their relationship with their workforce. If their workforce is engaged, turnover rates will remain low. As a nonprofit, you can provide a way to deepen this engagement - whether it's through volunteerism, advocacy, event participation or expert and thought leadership opportunities.

## \* Customer Engagement ● ● ●

Customers are key to driving brand reputation and revenue. Provide valuable moments for companies to deepen customer engagement through authentic storytelling, virtual events, challenges, or even AR/VR tools that connect customers to your mission. Your own constituents are also of high value to corporations looking to acquire new customers and build authentic connections with passionate people.

## \* Societal Solution ● ● ●

Companies no longer want to donate money that goes into a proverbial abyss. They want to solve our society's most pressing challenges. Your expertise in a respective mission area is of immense value to a company looking to make a change in their community. Position yourself as their partner in solving tough challenges.

## \* ESG Goals ● ● ●

Public companies are now held to a higher standard by their shareholders to report on their Environment, Social and Corporate Governance. Stakeholders are even reducing expectations around corporate returns if ESG goals are met/exceeded. If you can demonstrate how your nonprofit can help companies meet/exceed their ESG goals, you can further add value to a partnership and a tangible return on their investment.

# RESOURCE



Use this chart to determine the pain points of each of your *Ideal Partner Personas* (see *Accelerist's Prospect Like a Boss Playbook* for template) and where your solutions align.

	BRAND REPUTATION + AWARENESS	EMPLOYEE ENGAGEMENT	CUSTOMER ENGAGEMENT	SOCIETAL SOLUTION	ESG GOALS
PARTNER PERSONA #1	X		X	X	
PARTNER PERSONA #2	X	X			X
PARTNER PERSONA #3		X	X	X	
<b>OUR SOLUTION</b>	80% BRAND AWARENESS	SKILLS-BASED PROGRAM	VIRTUAL GALA	MISSION PROGRAM	IMPACT REPORTING

# CREATING VALUE

## 4 TYPES OF VALUE

### BUSINESS VALUE

In business, the first question asked is, "what business challenge are we/can we solve for our 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

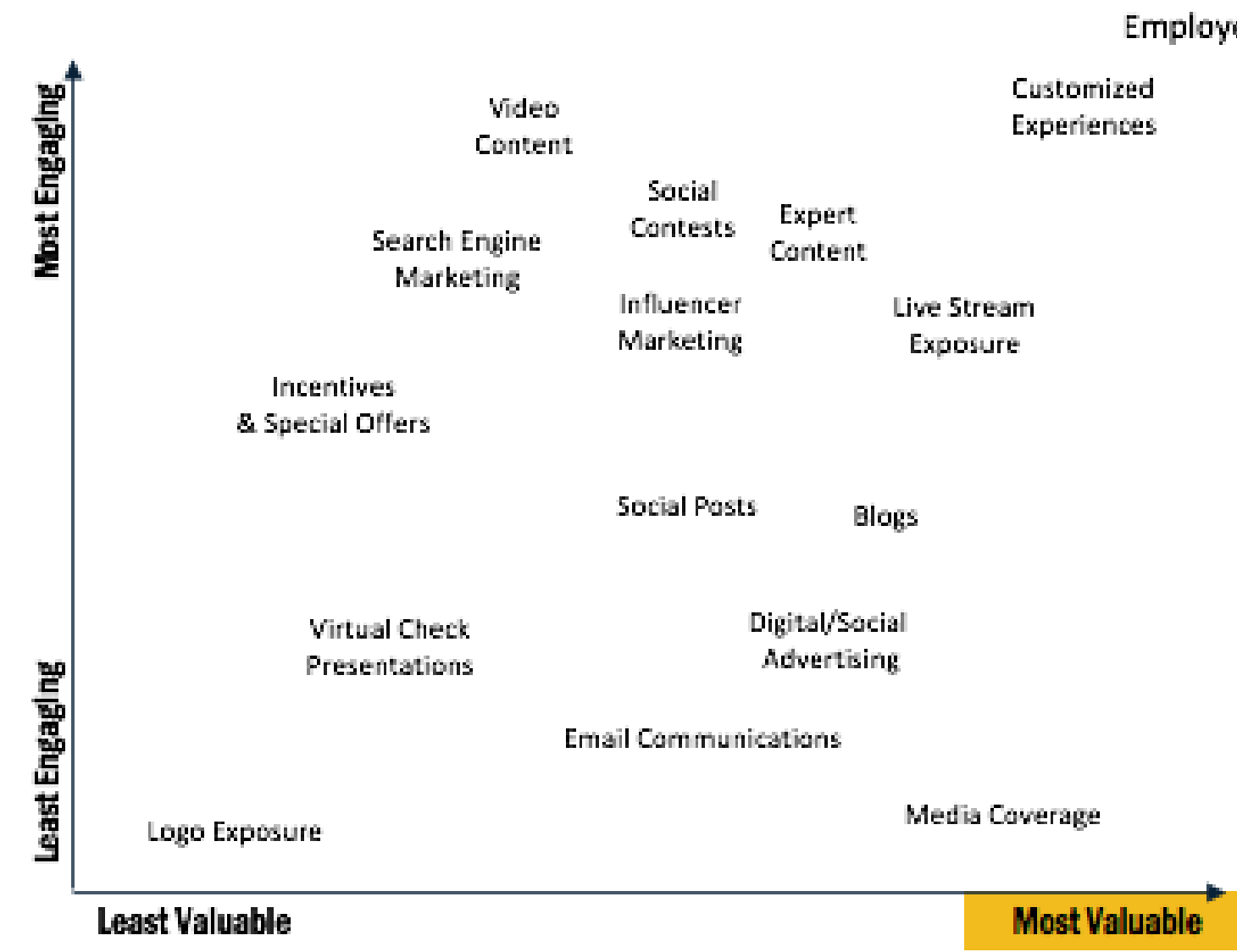
So, you've solved their business challenges, have proven solid financial value and demonstrated good opportunities for constituent adoption. Now one must ask, "Why are we the best option for a strategic partnership?" What's YOUR impact on this societal challenge? How do you approach your mission differently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



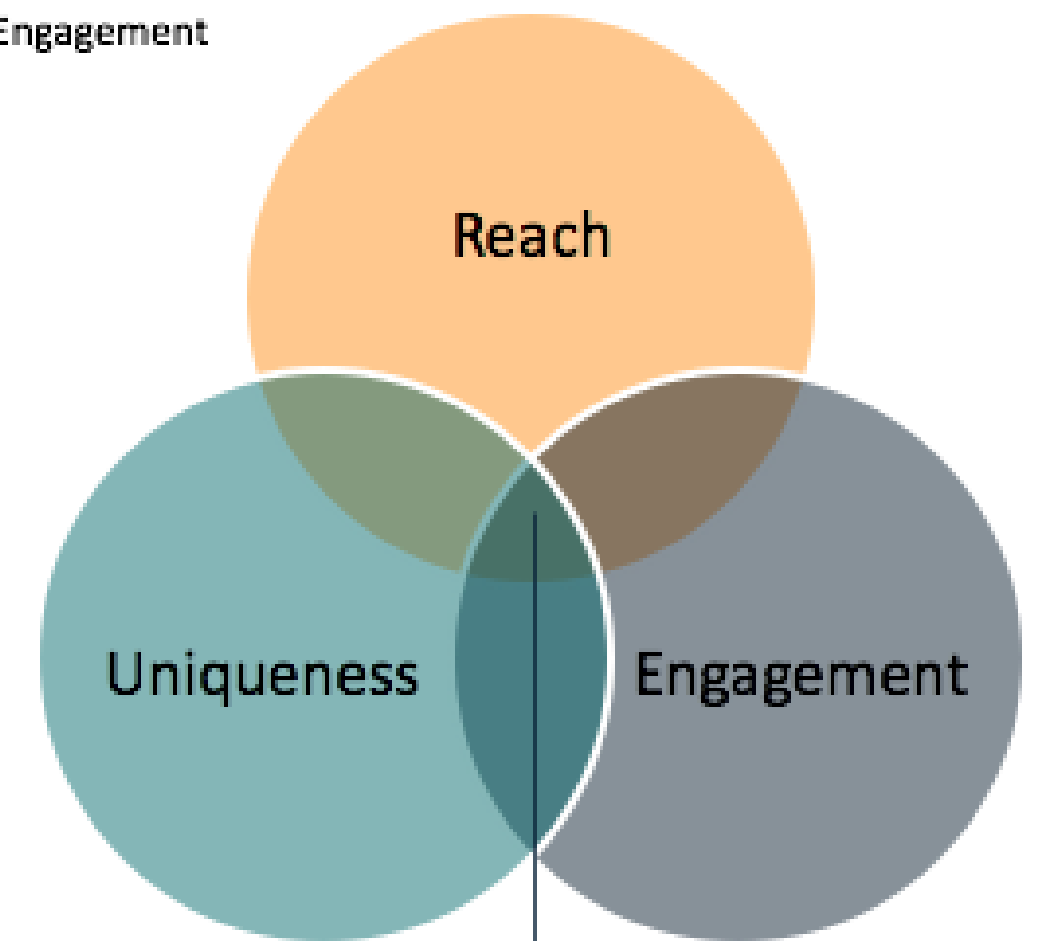
# RESOURCE

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!



## ASSET VALUATION SCALE

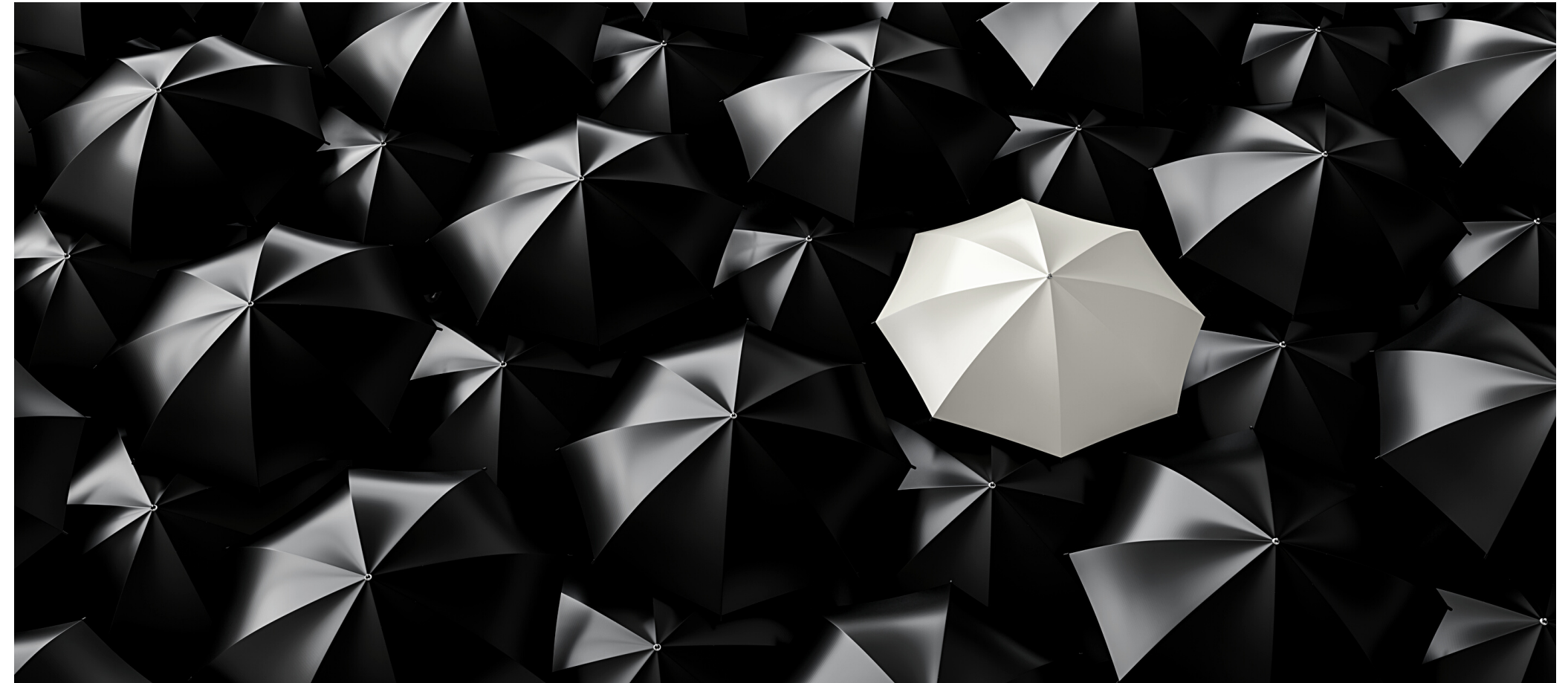


# UNIQUE VALUE PROPOSITION



The popularity of corporate philanthropy is expected to continue to increase. Expectations are high for ESG commitments to yield large returns. A crowded and demanding marketplace requires charitable organizations to position and differentiate itself for corporate consideration in succinct and powerful ways.

Creating a strong value proposition boils down to three core elements.



**A PROMISE**



What do you deliver to partners?

**01**

**THE BENEFITS**



What will companies gain from partnering with you?

**02**

**YOUR UVP**



Why should companies choose your organization?

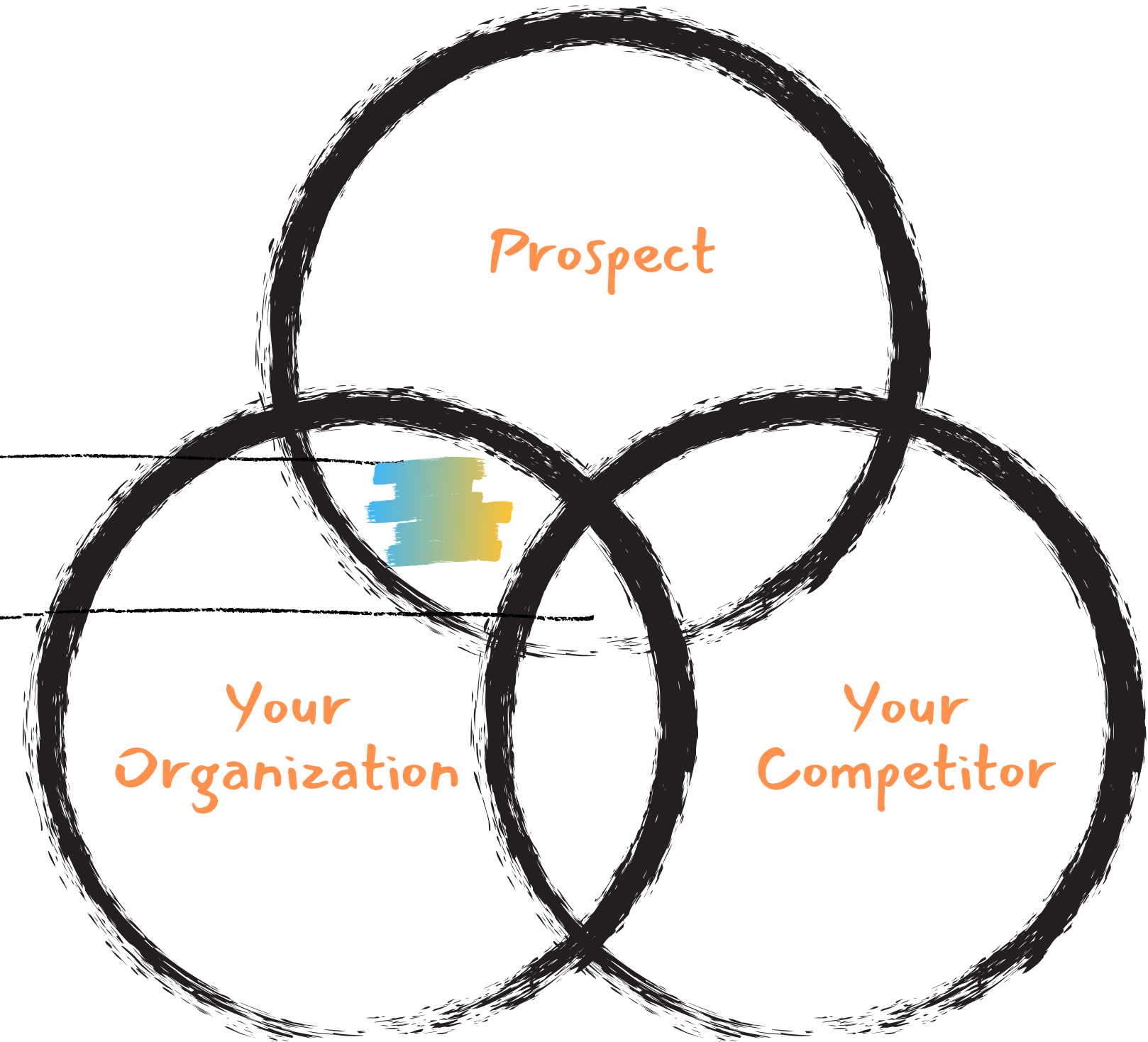
**03**

# 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?

# FRAMING YOUR UVP

## \* Unconsidered Needs

You may have done a great job at gathering feedback and listening to your partners in order to identify their major pain points. There is also typically a set of "unconsidered needs" that also contribute to not closing a partnership - or not demonstrating a clear value proposition. These needs are often either unmet, under appreciated or even unknown to your partners.

Uncovering what these are and presenting solutions to these unconsidered needs is where you can reach a high level of differentiation. A few unconsidered needs of partners sometimes include:

- Capacity of nonprofit to support them
- Mission expertise
- Impact reporting
- Consistent stewardship
- Connectivity to other companies and thought leaders

## \* Key Attributes

It's sometimes difficult to frame a unique value proposition when you are living the mission every day.

You know the inner workings of your organization so well that you forget others do not. There are a few key attributes to keep in mind when framing your UVP to ensure companies understand you have unique solutions to their challenges and can add value to their commitments:

- Be clear and not generic
- Call out target partners and the types of partnerships you want to build
- State their pain points
- Include a competitive advantage

## \* Overcoming Objections

There are a host of reasons a company might not want to support your organization. Lack of budget, mission misalignment, internal roadblocks - you name it! Sometimes it simply comes down to a status quo bias - *a person's innate preference for not doing something different from what they're doing today*. A number of psychological studies have shown that when faced with a decision, the majority of people tend to stick with their status quo. To overcome a "business as usual" mentality, try these tactics when framing your UVP:

- Drive consensus by bringing more decision-makers to the conversation
- Place the value of your solution in context of the prospects' real-world challenges
- Use social proofing (or case studies) to drive momentum within the conversation
- Balance logic and emotion - find the happy medium between value and mission.

# 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.



DON'T FORGET

# PROOF POINTS



Every partner wants to know they are in good company, that you have successfully supported brands like theirs before, and that you have tangible results to prove the value you are claiming. Proof points can speak to your expertise, brand perception, activation ability, or even measured business value.

"80% OF CONSUMERS CONSIDER OUR ORG TO BE THE GO-TO EXPERT ON ENVIRONMENTAL ISSUES."



"OUR PARTNERS HAVE HELPED US SUPPORT 50% MORE CONSTITUENTS THIS YEAR."



"SOME PARTNERS REPORT SEEING A 20% INCREASE IN WEB TRAFFIC BECAUSE OF OUR PARTNERSHIP."



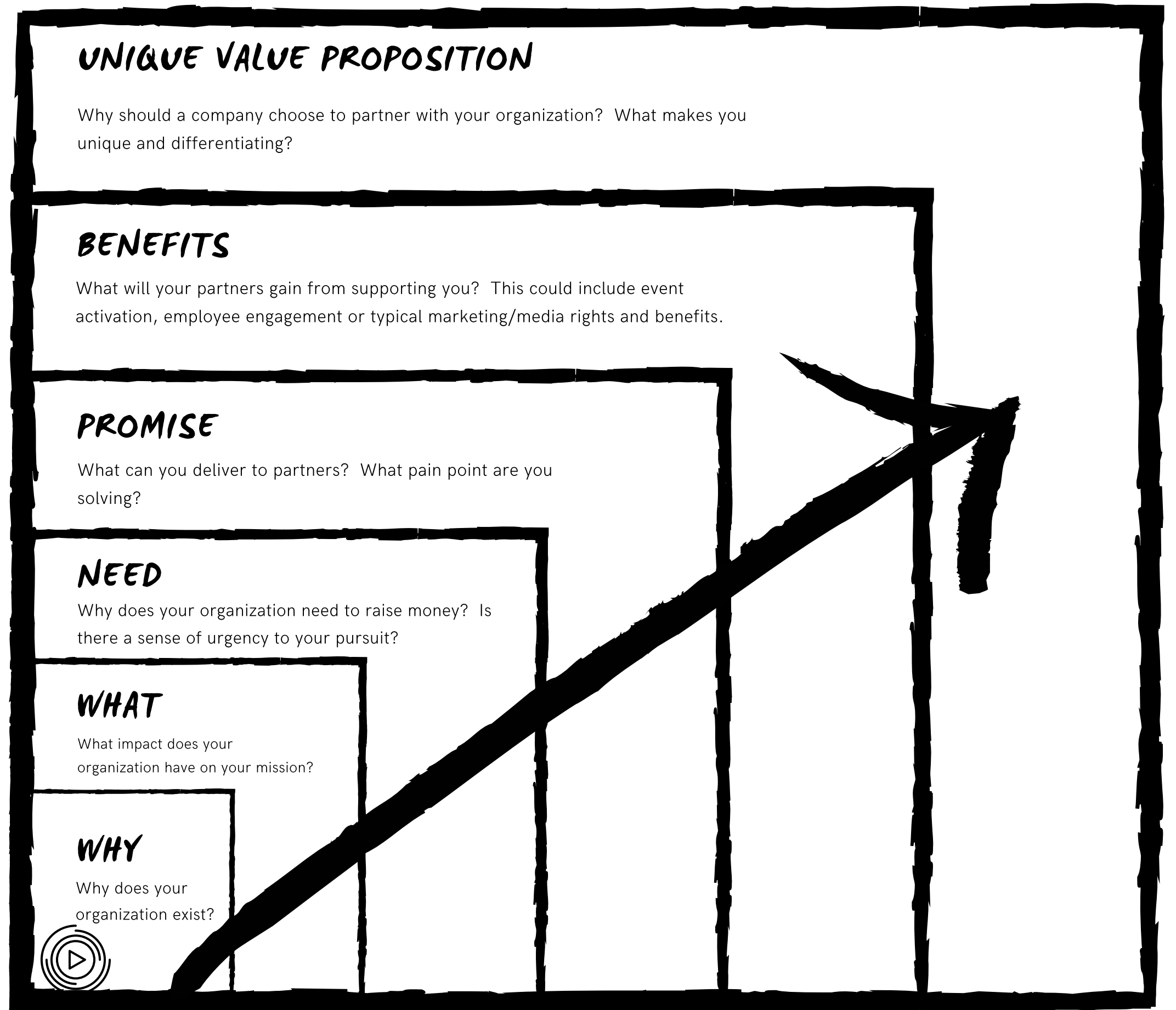
"OUR PARTNERS SEE A 3X RETURN ON THEIR INVESTMENT."

"63% OF EMPLOYEES ENGAGE IN OUR PARTNERSHIPS ON AVERAGE"



# 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.



'''  
**NOW, GO  
POSITION LIKE A  
BOSS!**



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