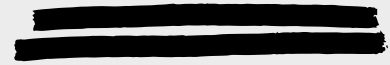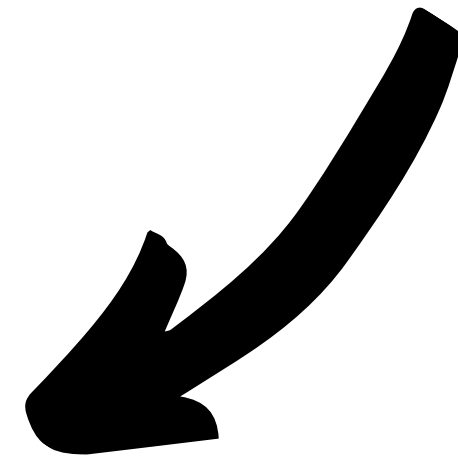PLAYBOOK SERIES

2021

BUILD CORPORATE PARTNERSHIPS

Applying Basic Business Principles to
Corporate Fundraising

4 Volumes

ACCELERIST

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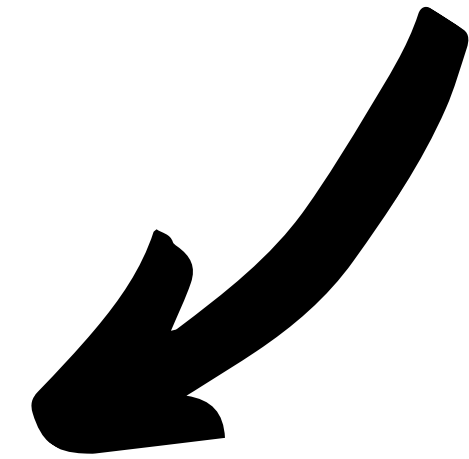
You bring the heart, soul and expertise. We'll bring the method, efficiency and a little madness. Let's go!
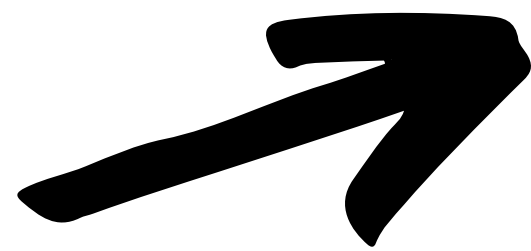
ACCELERIST

ACCELERIST PLAYBOOK

2021

PROSPECT

LIKE A BOSS

ACCELERIST

PROSPECT
LIKE A BOSS

1   NEW REVENUE STRATEGY

2   DEFINING YOUR POTENTIAL

3   TACTICAL OUTREACH

4   ANALYSIS + REPORTING

PLAYBOOK OUTLINE

ACCELERIST

PROSPECT

BRIEF INTRODUCTION

The uncertainty of 2020 still lingers, as we all look to strategic planning and continued ways to diversify funds raised in 2021. For those leaning into corporate philanthropy and partnerships more so than ever, we think you are super smart to do so!

Even more encouraging is that 68% of companies funded new nonprofits in 2020, while 60% of them are looking for new social issues to support in their new fiscal year. (Source: COVID-19 Impact on CSR, Rocket Social Impact, ACCP – May 2020).

Did you know that corporate giving accounted for nearly 2/3 of COVID-19 philanthropic funding at nearly $7.9 billion? (Source: Philanthropy And COVID-19 In The First Half Of 2020)

To capture the consistent growth rate of corporate giving in a new age of philanthropy, charitable organizations must level up their approach to generating new corporate revenue. We've borrowed basic business principles to help you prospect like a boss!

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NEW REVENUE STRATEGY

✳ Share of Portfolio

We all want to grow our corporate revenue, but sometimes it's hard to determine how much time we should spend on generating new revenue and maintaining existing revenue. The amount of your corporate revenue devoted to new income is highly dependent upon the age and size of your corporate partnership program. Check out this mapping resource to help you determine the appropriate share of revenue (and time) new business should hold for you organization.

✳ Ideal Partner Persona

We can't attract right-fit partners if we don't understand who it is we want to partner with. It's time to dig deeper than just specific industries or size companies. Take inventory of the existing partners you've succeeded with, what their pain points are, how your organization solves their challenges and then ask, "what types of partners are we missing? Use Accelerist's Ideal Partner Persona resource to develop 2-4 key partner categories that serve as your north star when generating new partner revenue.

✳ Funnel Movement

While we often search for a magic bullet or magnet to reel in new partners, the truth is that an effective partnership development strategy must fire on all cylinders. Prospecting should be comprised of inbound and outbound strategies that leverage your board, current relationships, your expertise and operationalized efficiency. Leverage this Partnership Funnel to define your inbound, outbound and cultivation strategy.

RESOURCE →

Use this chart to determine how much your new business revenue should contribute to your total portfolio (and therefore how much of your resources you should allocate to support it).

AGE OF CORPORATE PROGRAM	0-4 YEARS	5-10 YEARS	11+ YEARS
NEW PARTNER REVENUE	50 – 80%	30 – 50%	15 – 30%
EXISTING PARTNER REVENUE	20 – 50%	50 – 70%	70 – 85%

IDEAL PARTNER PERSONA

WHAT'S YOURS?

- Take inventory your current partners and define key attributes, challenges, goals and motivations
- Survey your existing partners for satisfaction, pain points, greatest areas of value
- Categorize key personas that represent your ideal partner
- Following the same process, identify which types of partners are missing from your portfolio
- Infuse industry trends and forecasts:
  - Consider other indicators for ripe partnership, like:
  - Companies with new funding
  - Companies with rising share prices
  - Companies that have expanded their workforce recently
  - Companies that have announced new impact campaigns

Section 1: Who		
Attribute	**Description**	**Unique Persona ID**
Background	Job, Career Path, Family, Interests	
Demographics	Age, Gender, Income, Location	
Key Identifiers	Communication Preference, Decision-Making Timeframe, Industry	
Section 2: What		
Attribute	**Description**	**Unique Persona ID**
Goals	Goals for aligning with nonprofit	
Challenges	What are their impact pain points?	
Impact Solution	How can our organization help them achieve their goals and solve challenges?	
Section 3: Why		
Attribute	**Description**	**Unique Persona ID**
Real Partner Quotes	"We are looking for an expert to help us with our sustainability strategy"	
Objections	Lack of interest, pricing, decision-maker, competitor, timing	
Section 4: How		
Attribute	**Description**	**Unique Persona ID**
Messaging	How can we describe our value proposition to the partner?	
Elevator Pitch	How do we describe our value quickly?	

LOOK AT THESE EXAM-PLES

Sophia

Head of Social Impact at growing B-Corporation

- **Primary decision-maker**
- **Makes decisions within 2-3 months**
- **Interested in partnering with sustainability experts and driving more awareness for their impact work.**

Raymond

VP of Marketing for Fortune 1000 Consumer Packaged Goods company

- **Collaborates with Corporate Foundation to determine right-fit**
- **6-month go-to-market strategy**
- **Wants to drive social engagement and e-commerce sales**

Karen

Community Relations Coordinator at B2B company

- **Internal champion, but not final decision-maker**
- **Makes decisions slowly**
- **Interested in multi-year partnerships that support their employee engagement strategy**
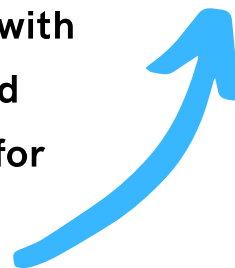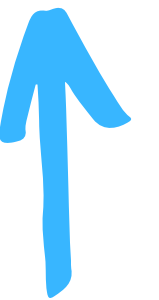
IDEAL PARTNER SOURCES

WHERE DO YOU FIND THEM?

Successful partnership acquisition strategies combine a variety of warm and cold resources, friendly faces and new avenues, mission connections and business solutions.
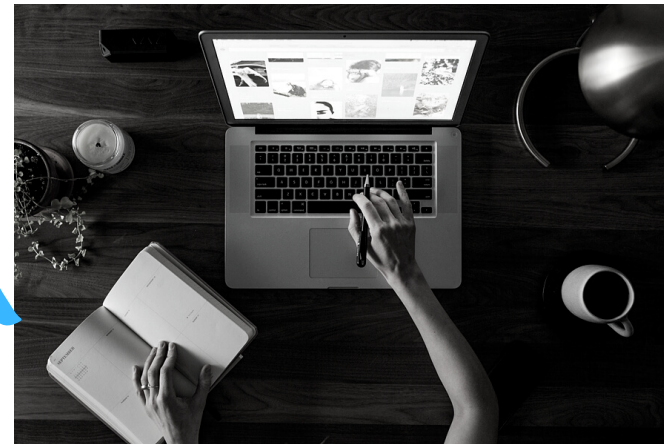
CONFERENCES

CURRENT PARTNERS

TRENDING LISTS

TARGETED RESEARCH

BOARD MEMBERS

MARKETING

FUNNEL MOVEMENT DEFINITIONS

Corporate fundraisers should consider a formalized approach to identifying, attracting and closing more partners. Work with your marketing teams to feed leads into a traditional sales funnel, and apply cultivation best practices…

INBOUND FUNDRAISING → Inbound fundraising is a strategy where you create content, leverage existing relationships or invest in building brand awareness so potential donors learn about your organization, wants to learn more or shows interest in your organization. **01**

OUTBOUND FUNDRAISING → Outbound fundraising is when a fundraiser reaches out to potential donors to see if they're interested in supporting their mission. **02**

AWARENESS → Marketing campaigns, thought leadership and other initiatives that help introduce an organization to prospective donors. **03**

CONSIDERATION → Engagement with and introduction to an organization's mission. Targeted mission and partnership opportunity presentations. Consistent drip of fundraising success and impact stories. **04**

CONVERSION → Prospects are converted into new donors or partners. **05**

RETENTION → Donors or partners are retained year over year. **06**
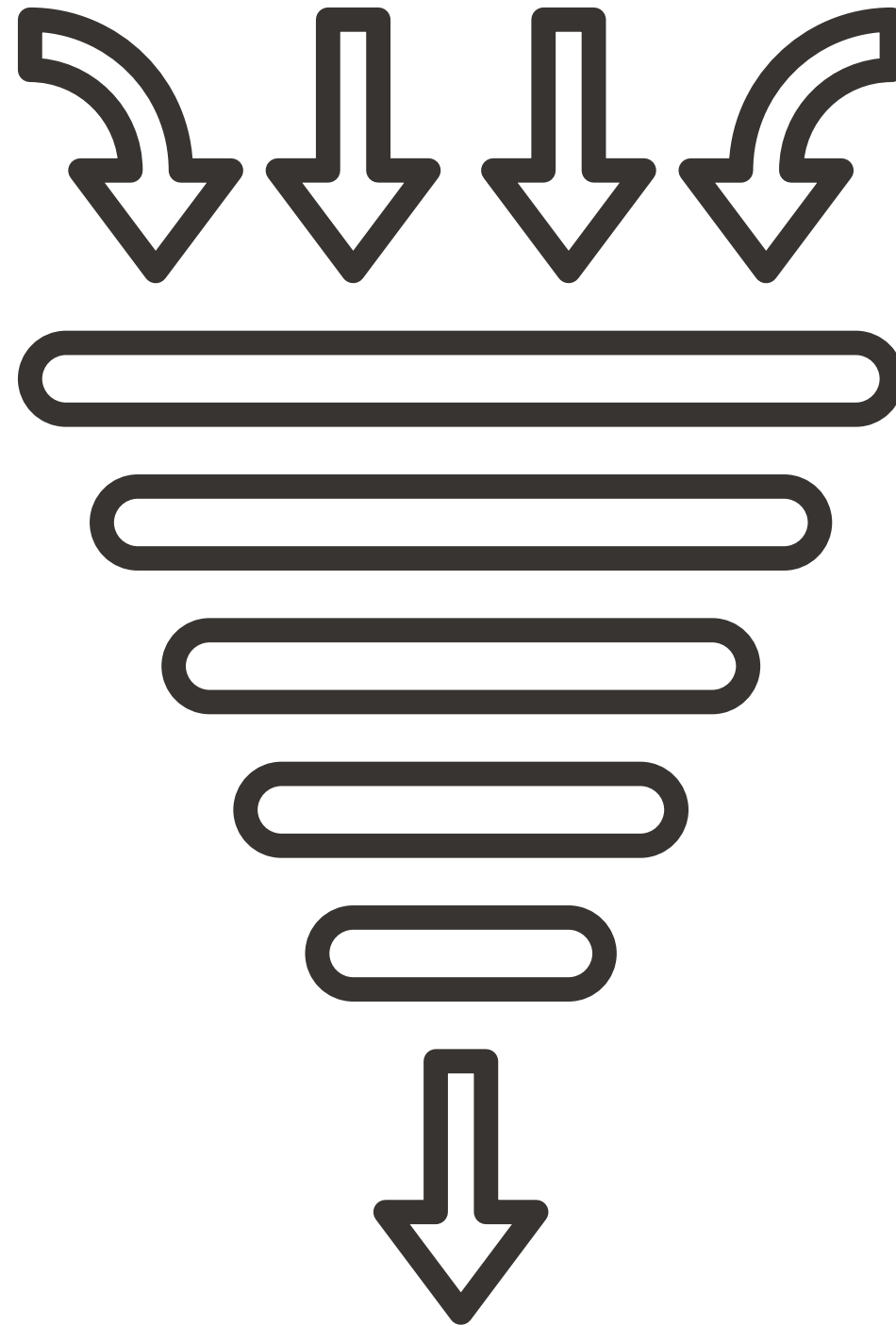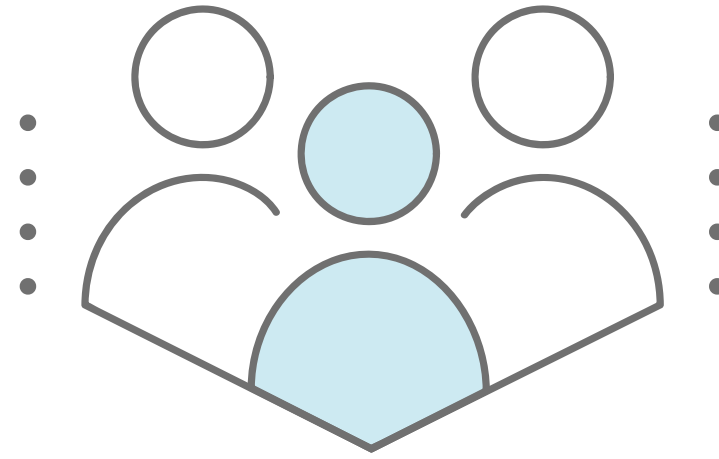
EXPANSION → Donors and partners are turned into advocates and commitments to the organization are expanded or deepened. **07**

TRY (THIS) FUNNEL

Combine inbound and outbound strategies together to diversify your new partnership development. Implement deliberate tactics at each stage of the funnel to move your prospects closer to a partner.

IDEAL PARTNER PERSONAS

Consider how you are going to attract, connect with and convert your Ideal Partner Personas.

INBOUND

- Paid, owned, shared, earned or donated media
- Content marketing
- Blogging
- Influencers
- Board Members/Volunteers

OUTBOUND

- Email campaigns
- Cold-calling
- Social connections
- Networking

AWARENESS

Standard conversion = 10%

CONSIDERATION

Standard conversion = 25%

CONVERSION

Standard conversion = 50%

RETENTION

Standard retention = 85%

EXPANSION

Standard expansion revenue = 10%

RESOURCE →

Use this chart to determine how much your time and resources should be spent on inbound or outbound fundraising tactics.

AGE OF CORPORATE PROGRAM	0-4 YEARS	5-10 YEARS	11+ YEARS
INBOUND	30%	50%	65%
OUTBOUND	70%	50%	35%

DEFINING YOUR POTENTIAL

✳ Total Addressable Market (TAM)

-
-
-

In order to set your new partnership fundraising goals, you first must understand how big the pond is, so to speak. In partnership terms, first identify the total number of companies currently giving to your mission.

✳ Serviceable Addressable Market (SAM)

-
-
-

Not all fish in the pond will meet your needs. Although charitable organizations sometimes find it difficult to consider their goals first above a prospective partners, it's necessary to do so in order to find right-fit partners. Further refine your prospect pool by identifying how many companies meet your minimum threshold, industry requirements, or other criteria defined in your Ideal Partner Personas.

✳ Obtainable Market

-
-
-

Once you understand a pool of right-fit prospects, combine your (SAM) with your typical average partner financial commitment/partner and your existing partnership win rates. This will help inform your annual and even multi-year fundraising goals.

RESOURCE →

Use this exercise to define your annual new partnership revenue potential
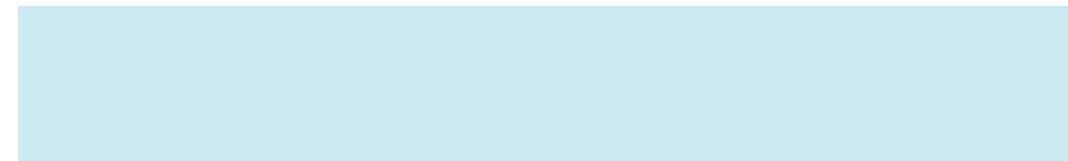
TOTAL ADDRESSABLE MARKET

How many companies are currently giving to your mission?

EXAMPLE: 1225 COMPANIES

SERVICEABLE ADDRESSABLE MARKET

How many companies meet your specific criteria?

EXAMPLE: 525

OBTAINABLE MARKET

How many companies can you convert?

EXAMPLE: 20% (105 COMPANIES)

105 companies x $250K (average $/partner) = $26.25M

Obtainable timeline = 3 years

TACTICAL OUTREACH

❋ Inbound Fundraising

Take inventory of your resources and how you can leverage them to generate more inbound leads for your partner program. This is the low-hanging fruit that is necessary to capture to provide a substantial foundation for long-term success. However, although potentially warm leads, inbound fundraising still requires a deliberate outreach strategy to remain effective.

❋ Outbound Fundraising

Unless you are a "hunter" by nature, not many fundraisers enjoy cold outreach. But, if it's done well, customized and efficiently, it can still be highly effective and is necessary to round out your partnership acquisition strategy.

❋ Partner Win-Back

We've all experienced loss. Despite our best efforts, partners change direction, decision-makers, funding priorities and have budget cuts. Partner turnover typically accounts for at least 15% of lost revenue each year for nonprofits. Organizations often overlook the potential to increase their revenue by focusing on re-engaging partners that were once huge supporters of theirs. Don't miss this ripe opportunity!

INBOUND FUNDRAISING

Leverage internal relationships and marketing resources to generate leads.

1 MARKETING

The importance of marketing your organization to support fundraising cannot be overstated. Corporations want to support charitable organizations that resonate with their constituents, are experts in their field and can engage them with coveted demographics. Align your priorities with your marketing team to ensure that your Ideal Partner Profile is considered in targeted marketing efforts. Leverage planned content marketing to attract key prospects. Invest in guest blogging opportunities with various trade organizations you are interested in building relationships with. Host your own webinar series to establish your organization as an expert to companies looking for one.

2 SUPPORTERS

Your current advocates are your biggest opportunity for new partner opportunities. Whether it's your board members, your current partners, or other volunteers or influencers that have a ripe network, warm connections are the backbone of your corporate partnership program. Use your Ideal Partner Profile to guide your supporters in understanding what kind of partners you've identified as right-fit. A little guidance will go a long way, and expedite introductions to new prospects.

OUTBOUND FUNDRAISING
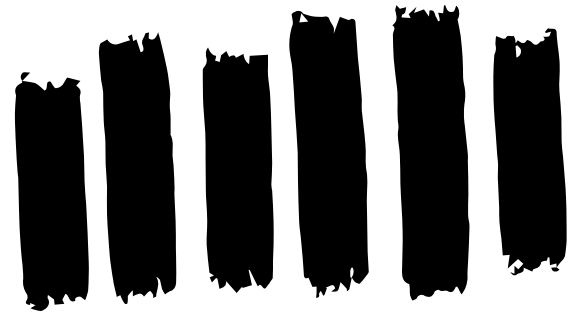
Combining mission content and success stories with an operationalized approach to outreach can increase outbound fundraising effectiveness. Get specific about touchpoints, cadence and content to devise outbound campaigns that win over prospects.

BEST PRACTICES

① Mission Content

Multi-purpose mission content from marketing campaigns to infuse in cold outreach. Evoke a balance between mission impact and business value when deploying outreach materials.

② Drip Campaign

Develop specific campaigns targeted to your Ideal Partner Personas that "drips" content to prospects, and encourages additional points of engagement with your mission.

③ Diverse Touchpoints

Create a multi-touchpoint drip campaign that utilizes email marketing, cold-calling and social networking to move prospects through your funnel.

RESOURCE →

Use this template to craft your gameplan for outbound fundraising

Duration: 12-32 days for outbound outreach (transactional v. relational)

Cadence: 2-5 days in between each touchpoint

Content: Optimal length of an email varies, but emails with less than 300 words tend to perform better than emails with over 300 words.
Voicemails should be no more than 30 seconds.

SAMPLE GAMEPLAN

Deployment Day	Touchpoint Template Name
Day 1	1st Email – Get to Know You
Day 3	Phone Call Reminder + VM Script
Day 7	2nd Email – Brief Follow-up
Day 10	Phone Call Reminder + Social Media Script
Day 15	3rd Email – Mission Content
Day 20	Social Media Reminder + Script
Day 25	Phone Call Reminder + VM Script

PARTNER WIN-BACK

"89% OF B2B MARKETERS SAY BRAND AWARENESS IS THEIR TOP GOAL, NOT SALES."

(SOURCE: CONTENT MARKETING INSTITUTE).

This is because once someone has heard of you and knows what you do, you have a significantly higher chance of converting them to supporting you. With the times changing, your mission evolving and companies considering new social issues and partners to align with, it's the perfect time to re-connect with partners or prospects that you've lost or lost touch with.

Start by curating a list of lost partners/prospects over the past 24 months. Then, curate and deploy a "win-back" e-mail marketing campaign over the next 3 weeks

RESOURCE →

Use this template to win back your previous partners

1st week – Checking In, Mission Story & Impact Updates

Call to Action = Catch Up Chat

2nd week – Interesting Case Study, Report or Executive letter to all corporate partners

Call to Action = invitation to Get-to-Know Your Org Webinar

3rd week – Webinar reminder, Mission-served Thank You video to all partners

Call to Action = Become a Partner Today (link to your email)

ANALYSIS & REPORTING

WHAT TO MEASURE? →

The most effective fundraising strategies are measured. The best laid plans will inevitably need adjusting and evolving. In order to pinpoint where a new partnership strategy is succeeding or failing, we must track a few key metrics on a monthly basis.

① Average Revenue/Partner
When looking at your overall partner portfolio by total partner and revenue, what's the average revenue per partner?

② Partner Acquisition Cost (PAC)
When considering all sales and marketing costs and human resources, how much does it cost to acquire and close one partner? The average PAC is $.20 for every corporate dollar raised.

③ Partner Lifetime Value
What's the average lifespan of your partnerships?

④ MQL Conversion
How many leads are you converting from a lead to an interested prospect? Your MQL (or marketing qualified lead) is a good measure of how effective your marketing efforts are in generating interest.

⑤ SQL Conversion
How many leads are you converting from outbound fundraising to a meeting? Your SQL (or sales qualified lead) is a good measure of how effective your outbound efforts are in generating interest.

⑥ Total Win Rate
What percentage of your prospects are you closing each year?

NOW, GO PROSPECT LIKE A BOSS!

More Insights @

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