

Navigating Corporate Giving

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PRESIDIO
GRADUATE SCHOOL

Critical Success Factors

Gain support for your causes – maybe on the first try!



WHAT:/WHERE
Research



WHAT: Alignment



WHEN: Key Dates



WHO: Process



WHO: Influence



WHY: Sustainable
Partnership

WHAT/ WHERE: Research

Doing your homework first accelerates success.



NIKE MID-SOUTH GRANTS

Nike Mid-South Grants support organizations in Tennessee, Arkansas and Mississippi that create stronger communities and places where sport and physical activity are a highly valued part of every kid's life.

Find out the companies' philanthropic interests and priority.

- Website
- Internal publication
- Corporate and regional
- Budget
- Priorities

WHAT: Alignment

In what ways might your interests align with the companies?



Through a partnership with the National Fish & Wildlife Foundation (NFWF), the ConocoPhillips SPIRIT of Conservation & Innovation Fund is structured to support the development of innovative ideas, tools and techniques to advance and promote leading-edge solutions to complex water and biodiversity conservation challenges across the globe.

And how does your desired gift align with the receiving organizations priorities?

- Improve likelihood of receiving a grant by aligning with company priorities.
- Unless the gift is large enough to include staffing, equipment, and everything else needed, resist the temptation to try something new that overstretches the non-profit.
- Appeal to a “champion” interest if appropriate.

WHEN: Key Dates

Get ahead of deadlines!



Find visible and less visible timing...

- What deadlines are there for your submittals request?
- What else is helpful to know about timing?
- Think ahead – often the cycle is 18 months!

WHO: Process Owner

Keep the gatekeepers (and their bosses!) happy!



Reach out to everyone who touches the process to learn what they suggest for success.

- Do what makes their life easy
- Submit request on time and complete
- Provide a good title and description
- Include indicators of quality – ratings, accolades

WHO: Influence

Will big gifts go to the execs? The board?



Write for the right audience.

- What do you know about their interests? Pet peeves?
- What can you learn?
- Larger gifts are sometime easier.
- Connect the dots in the writeup.

WHY: Sustainable Partnership

A long-term relationship benefits both organizations.

The gifting organization can learn, engage employees and much more from a sustainable long-term relationship. Know how to give back and say thanks!

- The receiving non-profit can also benefit from cultivating the relationship.
- The company can benefit from visits, webinars, research and other collaborative approaches.
- Be sure to say thanks in the way the company needs- visible or not? Types of thanks?and remember this can change over time.



Example

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WHEN	WHAT	WHAT	WHO	Success!
Matching gift	Regional “oops”	Corporate Alignment	Signature Program	
	Volunteer Grant		Sustainability Team	
-				\$100-\$10,000 x 18 yrs
\$100-\$10,000	\$100-\$10,000	\$100-\$10,000	\$100-\$10,000	\$25,000
-	-	\$25,000	-	\$30,000-\$60,000x 5yrs?

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