Navigating Corporate Giving

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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

Navigating Corporate Giving
WHAT/ WHERE: Research
Doing your homework first accelerates success.

Find out the companies’ philanthropic interests and priority.

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

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.
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.
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!
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: Process Owner
Keep the gatekeepers (and their bosses!) happy!
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.

WHO: Influence
Will big gifts go to the execs? The board?
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.
### Navigating Corporate Giving

#### Example

<table>
<thead>
<tr>
<th>WHEN</th>
<th>WHAT</th>
<th>WHAT</th>
<th>WHO</th>
<th>Success!</th>
</tr>
</thead>
<tbody>
<tr>
<td>Matching gift</td>
<td>Regional “oops”</td>
<td>Corporate Alignment</td>
<td>Signature Program</td>
<td></td>
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<tr>
<td></td>
<td>Volunteer Grant</td>
<td>Sustainability Team</td>
<td></td>
<td>$100-$10,000 x 18 yrs</td>
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<td>-</td>
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<td>$100-$10,000</td>
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<tr>
<td>-</td>
<td>-</td>
<td>$25,000</td>
<td>-</td>
<td>$30,000-$60,000x 5yrs?</td>
</tr>
</tbody>
</table>
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