



Fund Raising & Creating Corporate Partners

New Orleans

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Introduction

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Previous roles:

- Greater New Orleans Inc., Regional Economic Development Alliance
Senior Vice President of Corporate Relations & Development
(\$500,000+ in fundraising per year)
- President & CEO of the Forekids Foundation
Producers of the Zurich Classic PGA Tour Event
(\$12M in fundraising per year)
- 25+ Years in various Executive roles in the Banking Industry
- Current Chairman of the Board for the GNO Crimestoppers Organization

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It's All About The Relationship

Why do people Give to Nonprofits

- They feel a connection to the organization
- Their peers are giving
- Someone asks them to
- To make a difference
- To share their good fortune
- For recognition
- To ensure the organization's ability to fulfill its mission in the future
- For tax reasons
- To ensure their pet project finds a home

Corporate Partnership Mindset Is Evolving

Corporate Partnership Mindset is Evolving



Evolving Enlightened Approach

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Traditional Philanthropy



Integrated Partnership



*Most companies are **in between** the two extremes, looking at Integrated Partnership models and determining how to get there.*

How Nonprofits Can Drive “New Philanthropy” Win-win Partnerships

How Nonprofits Can Drive “New Philanthropy” Win-Win Partnerships

Understand the corporate partner's objectives and operations

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Match-make and leverage assets for business value and mission impact

- What does the company do?
 - How do they do it?
 - What are their challenges and opportunities?
 - How can alignment with my nonprofit drive business, address challenges, or capitalize on opportunities?
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- What company operations are advantageous to achieve an integrated partnership? (HINT: The more the merrier, and think beyond money!)
 - What resources does my nonprofit bring to the equation that can help drive a win-win?

What Do We Mean By Objectives And Assets?

What do we mean by objectives and assets?

Understand Objectives

In many cases, companies and nonprofits want the same things.

- Increase revenue
- Achieve mission
- Increase PR and visibility
- Grow and/or engage network
- Drive foot, web or social traffic
- Build political and/or influencer presence
- Please stakeholders



Leverage Assets

Company assets appeal to nonprofits, but nonprofit assets appeal to companies too!

- Mission
- Geographic and/or community impact
- Special events
- PR, advocacy
- Donor and/or social networks
- Influencer and/or industry network
- Existing partners (B2B)

How do You Get Your Foot in the Door?

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DON'Ts

- **Spew.** . . Do not ramble on and tell me way more than I have *any* interest in knowing – I will MEGO* on you
- **Spam.** . . . Do not put me on your e-mail distribution list, or send me multiple emails – I'll add you to my Spam blocker
- **Slaughter.** . . Killing trees by sending me annual reports, large brochures, or unsolicited proposals – It won't get my attention
- **Stalk.** . . Know the lines between assertive, aggressive and annoying –I know it when I see it, and it doesn't feel good.
- **Slink.** . . All requests eventually find their way back to my desk – In the end you can't end run me

* My Eyes Glaze Over

How do You Get Your Foot in the Door?

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DO's

- **Know your Audience.** . . . Do your homework and know who funds what
- **Associate.** . . . Network at events and with organizations where corporate philanthropy leaders and staff are likely to be involved
- **Adapt and Allow.** . . . the relationship to develop. Be patient.
- **Always be Succinct.** . . . Be on message, and listen
- **Ask questions.** . . . So that we can get to know each other. It might even open up an opportunity to assist with one of our current challenges
- **Be Authentic.** . . . Authenticity and transparency are key building blocks to a great relationship

Now That The Door Is Open.....

Now that the door is open...

- **Be Succinct** (it bears repeating): What need does your organization address and why?
- **Be Up Front:** About your organization's short-term and long-term needs. Ask for what you really need (don't try to guess at what I'm thinking)
- **Seek Diverse & Creative Opportunities to Engage with Us:** Leverage ALL of our assets (\$ and talent). We are more than just a sponsorship!
- **Start slowly and Test the Waters:** Remember this is just a first date!
- **Be Patient:** Trust-building takes time, and is a two-way street.
- **Demonstrate Impact and Results:** Use third-party validation especially where company's stakeholders are involved
- **Be Good Stewards:** Thank and recognize your supporters credibly!

Thank you!

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