

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

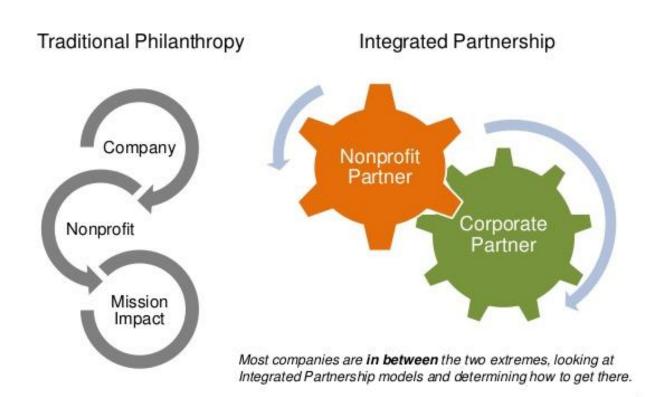
Corporate Partnership Mindset Is Evolving

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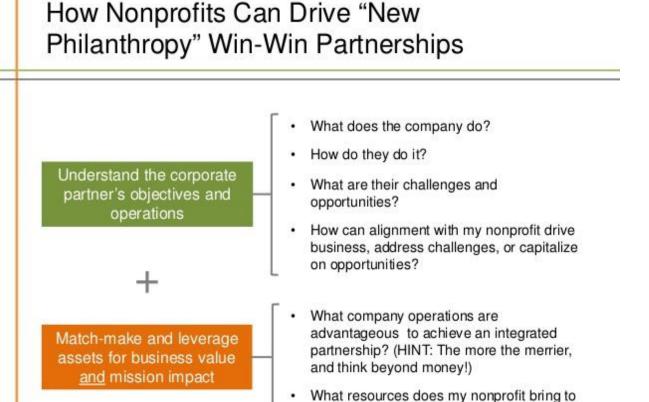
Classic Approach Leading Approach Charity Investment Organizations Issues Transaction Relationship · One-off/Isolated Aligned/Integrated Reactive Proactive Solutions (ROI/Accountability) Needs Short Term Long Term Partnership/Engagement Assistance Values Value Creation Copyright 2014 Emily Rothberg

Evolving Enlightened Approach

Evolving Enlightened Approach



How Nonprofits Can Drive "New Philanthropy" Win-win Partnerships



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



Leverage Assets

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

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?

How Do You Get Your Foot in the Door?

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

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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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