



**M O S A I K**  
S T R A T E G I E S



# **Finding the Right Corporate Connection**

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January 11, 2007



# Session Objectives

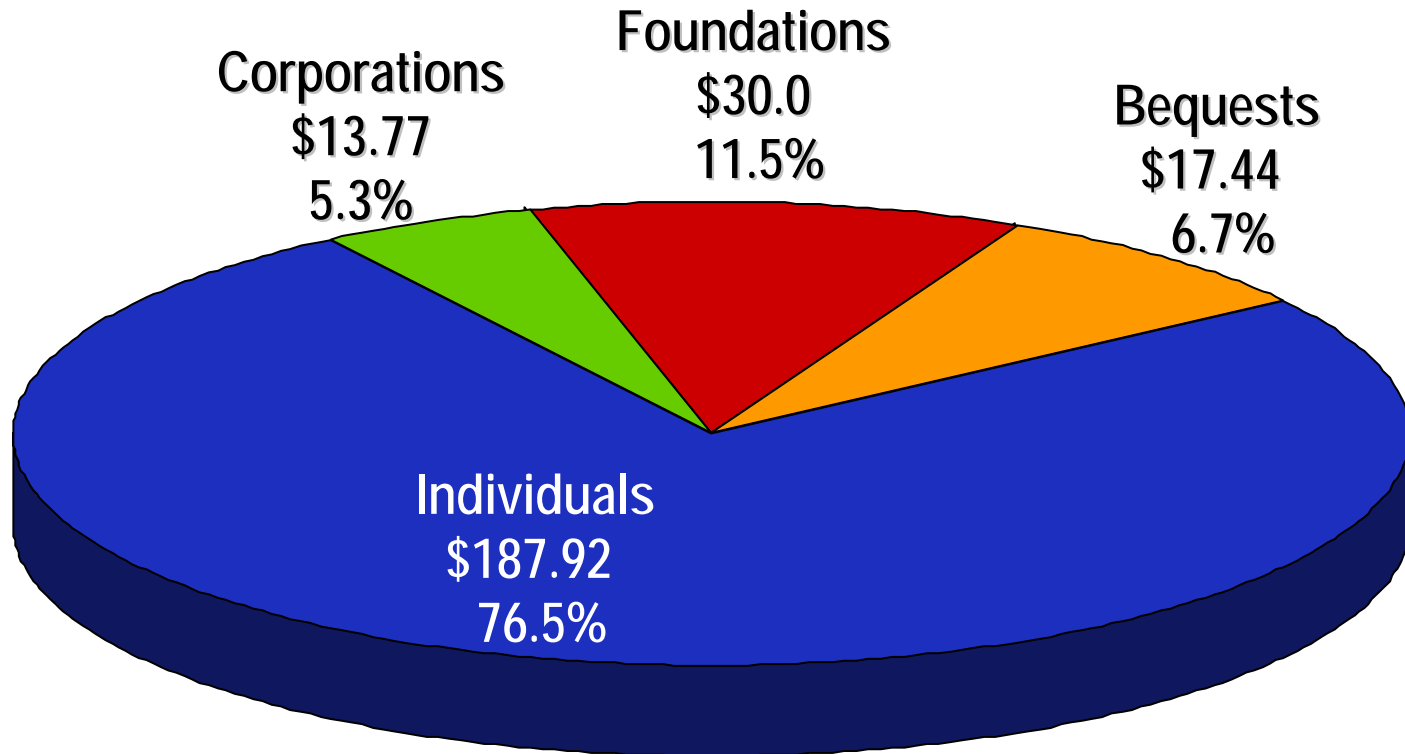
- Introduce the fundraising landscape.
- Establish why companies value relationships with nonprofit organizations.
- Introduce a shift in corporate support strategies.
- Show how to develop and nurture corporate relationships.
- Provide tools to develop corporate relationships.





# 2005 Annual Report on Philanthropy

*Dollar amounts are in billions.*

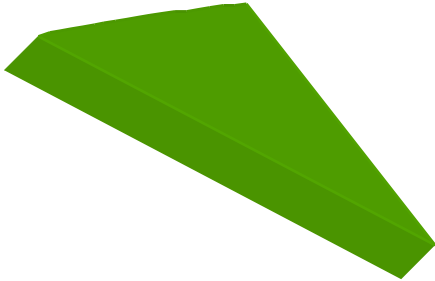


**Source: Giving USA Foundation™ – AAFRC Trust for Philanthropy/Giving USA 2006**

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# Story of this Slice



- Includes tax-deductible corporate contributions of cash and goods
- Includes grants from corporate foundations
- Does NOT include marketing relationships/ sponsorships
- Does NOT include program or other budget spending



# N. American Sponsorships

2006

\$13.4 billion

2007 (projected)

\$ 14.9 billion



# Company Purpose

“Corporations have but one purpose: to increase profits as much as humanly possible.”

*Milton Friedman, Economist, recipients of the 1976 Nobel Memorial Prize for economic science*

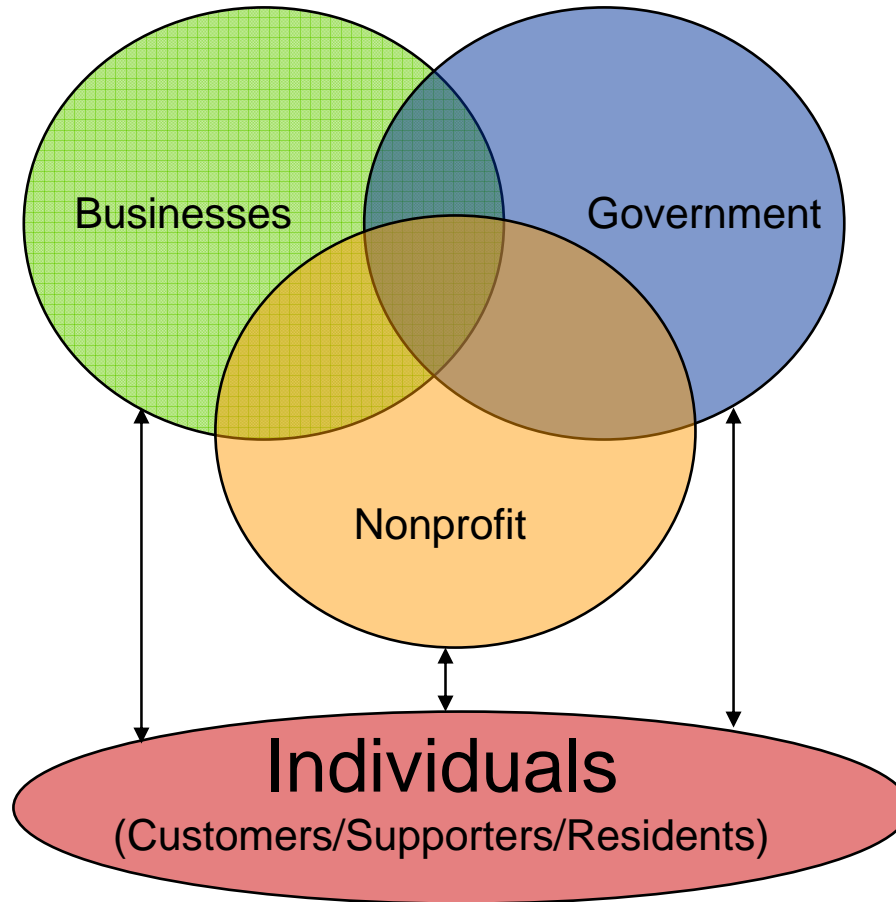




# Unique Benefits to Companies (*WIIFM*)

- Expand markets/Access
- Develop communities
- Increase retention/Strengthen workforce/Increase productivity
- Increase customer loyalty
- Enhance image
- Compliance/manage exposure

# The Sector Continuum



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# Corporate Support

- Provides funding
- Provides products and services
- Increases visibility/ builds your brand
- Enhances credibility





# Seven Actions to Corporate Funding

- Know your value and offerings
- Identify benefactors
- Understand the WIIFM Factor
- Identify a contact/Identify your champion
- Invest in building the relationship
- Follow through on your promises
- Say “Thank you”



# Strategic Plan Framework

- Organization Mission
- Market/Constituency
- Benefits/WIIFM
- Board Member Connections
- Champions and Contacts
- Industries
  - Why this industry?
- Companies
  - Why this company?



# Questions?





# Thank you!

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# Additional Questions

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