

# Raising More Money From Your Corporate Partners, Prospects and Sponsors with Asks and Stewardship

Are you counting down to year-end and wondering how to raise more money from your corporate sponsors and partners?

In this tip sheet, I'm going to share:

- 4 things to do, and 1 thing not to do before year-end to maximize your year-end revenue for your charity.
- 4 tips that are keys to Donor Love, at year-end, but anytime!
- List of clear outreach ideas if you need some thought starters.

## 4 THINGS TO DO

1. **Make a small year-end discreet ask:** This is a precise amount for a specific program activity, holiday bundle, or related to an event they have such as a holiday party.
2. **Build on year-end events and campaigns:** Giving Tuesday, Black Friday, Happy New Year, and religious holidays. Depending on your nonprofit, one of these is bound to resonate. Use that as an opportunity to reach out and ask.
3. **Make thank you calls:** Trust me, when you say thank you, it often leads to a gift. And it's fun!
4. **Commitment Fulfillment:** Year-end is the perfect time to look through what you've promised to different corporate partners and make sure you did it and it went well. If you didn't, even if it was supposed to happen in the spring or maybe in the summer, now's the time you can catch up. A few extra, thank you posts on social media, a blog that says thank you to all your corporate partners at year-end can make up for a miss-step during the year.

## 1 THING TO DO

1. **Make a big complex ask:** WHY, you are wondering?

In my experience big asks involve a number of meetings and several follow ups. It involves building excitement and momentum around ideas and opportunities. And this leads to a proposal.

Starting this with a big time gap leads to losing momentum and sometimes things get stale before you've managed to close the opportunity.

Instead focus on a smaller ask, or building your relationship and letting the person learn more about your organization. Save the big meeting for January.

You can even put it on the calendar so that you can really have a great rich discussion as a launch to the new year.

## **STEWARDSHIP AND RELATIONSHIP BUILDING**

Speaking of relationship building, this is really at the core of the best partnerships.

Many fundraisers see stewardship as the final step in the fundraising process. Instead, I suggest you could start with it. Make it the most important stage of the fundraising cycle.

Focusing on creative donor love and outreach can lead to new corporate partnerships or the renewal of previous corporate support.

## **TIPS FOR DONOR LOVE:**

### **Tip 1: It's About Them**

Get to know your prospects and partners by following them on social media and doing your research on their company's activities. Find out what they're doing so you can reach out during meaningful moments.

### **Tip 2: Add Value**

Engage with them by sending them something that would be of interest or value to them, like an article, story, or a statistic that's relevant to their work.

**Bonus tip:** *When you can't add value add personality. Add a funny gif, Bitmoji or personal anecdote to your email. This will help you to follow up in a way that just adds a smile to their day.*

### Tip 3: Make Friends

Add a personal touch when calling or emailing so you can engage with them on more than just a professional level. It is about connecting person to person. How do you do this? Share a little about your family life, like your most recent vacation, about your children or even your pets. You don't have to be best friends but being friendly can go a long way.

### Tip 4: Show Consistent Appreciation

Consistently sharing your appreciation to corporate partners for their support of your organization is important all year long. The best ways are also not the most expensive, elaborate or "perfect"!

## OUTREACH IDEAS TO GET YOU THINKING

Looking for more concrete examples of how to build those relationships?

- Showing your appreciation could be a short video, a card in the mail, or a short testimonial. No need to overdo the formality, the sentiment is what's important.
- Say thanks with a cute poem on Twitter and pairing it with a photo or Canva graphic if you can.
- Invite your donor's employees for a "coffee break" and introduce them to someone your organization serves or a dynamo from your program team, so they can learn more about what you do.
- Send a video of your organization's services in action. Try to include your donor's logo somewhere.
- Email them a short impact story about a project or initiative they've supported so they can share it with their team.
- Have your ED, office team, or those who benefit from your work say thank you on social media.
- Drop by with coffee and a treat if you are in the neighbourhood.
- Invite a corporate partner to an upcoming conference, workshop, or lunch (virtual or not), that you think they will enjoy and will show you've listened to their interests.
- Have volunteers or staff call to say you appreciate them.
- Send along a slideshow of their employees in action if they've volunteered with you.
- Have those that you serve send them a thank you.
- Mail them a pack of seeds with a note about how much you appreciate their support in helping your organization grow, bloom or flourish.
- Send holiday cards or greetings either through regular mail or direct emails to your contacts.

Remember to reach out, follow up, and find consistent ways to build relationships.

It is the little things that will make the biggest difference!

Enjoy year-end, it is a great time to connect, clean-up and prepare for a successful year ahead.

If you are ready to talk about how you can raise more money through corporate partnership and sponsorship, check out more information here:

<https://www.bridgeraise.com/corporate-partnership-growth/>

And let's set up a time to talk!

You've got this!!

## **ABOUT BRIDGERAISE**

Under the leadership of Heather Nelson, MBA, CFRE, we provide non-profits with the strategy, support, training and tools they need to start, improve upon or expand their corporate fundraising programs.

We've helped charities of all types and sizes raise (lots of!) money through win-win corporate partnerships and sponsorships. Focusing exclusively on corporate fundraising allows us to keep up on the best practices in this sector specifically, and share this expertise with you.