



# An Introduction to Corporate Fundraising

May 2020

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## Helping community groups survive, to help young people thrive

- Introductions & housekeeping
- The 3 aims of today;
  1. Build general understanding of corporate fundraising
  2. Consider step by step plan for developing or expanding your corporate fundraising activity
  3. Share and discuss experiences, challenges and top tips
- Session approach



*“pursuing a relationship with a company that involves a gift, commitment of support or other monetary transfer to the fundraising party”.*



# 1. Being Clear on Motivations



# 1. Be clear on motivations – company perspective



## 1.2 Why do companies get involved with charities? What do they want/need?

### OWNER / SHAREHOLDER

- Reaching new audiences
- Positive profile (brand building)
- CSR policy (need to 'give back')
- Staff engagement

### STAFF

- Positive feeling about employer
- Chance to get involved in giving back
- Staff engagement
- Demonstration of company values

### CUSTOMERS

- Increased recognition of company and its products
- Positive feeling towards company
- Local connections between people & business

# 1. Be clear on your motivations – on what you need



## What is it that we want from corporate support? (not a stupid question!)

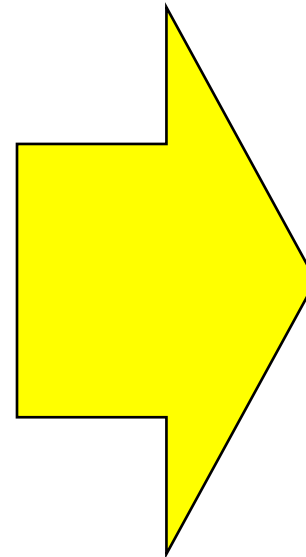
- project funding
- staff fundraising
- Charity of the Year
- supplier fundraising
- licensing and/or CRM
- Sponsorship (event/activity)
- payroll giving
- donations/matched giving
- staff secondments
- employee involvement and volunteering
- gifts in kind
- royalties
- affinity relationships
- product endorsement
- events
- recycling

# 1. Be clear on your motivations

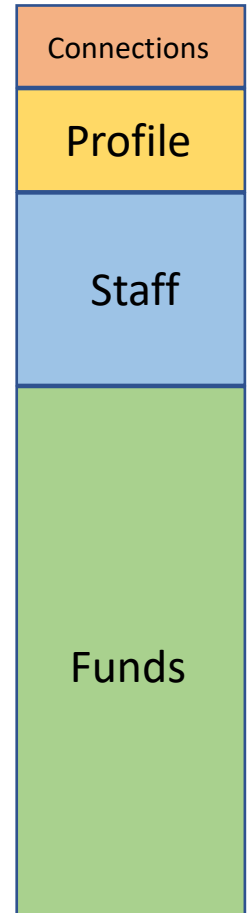


**Is there a good mix of ££ plus other support? Where can they best help us?**

- Financial support
- Increased profile (telling your story)
- Volunteer manpower and skills
- Facilities (in kind support)
- New supporters / audiences



Value of  
Whole  
Deal





# 1. Be clear on your motivations – your organisation



## Consider whether corporate fundraising is really right for us?

### Pros

- Multiple areas of benefit available
- May lead to growth in other areas
- Potential flexibility along the way
- More relationship-based – can be fun!
- Long term support & growth possible

### Cons

- Can be time consuming to develop & manage
- New requests can appear along the way?
- Risk of mission drift chasing funds?
- Harder to say no?

# 1. Be clear on your motivations – is corporate right for us?



**How does corporate compare to other income sources? Does it work for your needs, capacity, plans?**

Income Source	Financial value	Time & Resource required	Flexibility of support	Additional potential
<b>Corporate</b>				
<b>Trusts &amp; Foundations</b>				
<b>Government bodies</b> (e.g Sport England)				
<b>Community Fundraising</b>				

## 2. Defining Your Assets



## 2. Define your assets



**Think about what you can offer that might be of interest to corporates?**

- **Reach**
  - Participants - who, how many, where,
  - Others – supporters, community members
- **Activities** – sport, theme, delivery (time, location, method)
- **Needs** – manpower, skills, equipment, services, venues
- **Results** - ‘content’ through stories, images, film

Be really clear and quantifiable on what you have and the value of that to you/others



## INTRODUCING OUR MEMBERS

**2,680**

SPORT CLUBS, YOUTH GROUPS & SMALL CHARITIES  
USING SPORT FOR DEVELOPMENT

Delivering in the UK's most deprived communities

**33%**

LOCATED IN 20%  
MOST DEPRIVED AREAS

Reaching over

**484,000**

**+** YOUNG PEOPLE

Improving young lives and communities across  
five social outcomes:



14%

Crime & Anti-social  
behaviour



21%

Community cohesion



23%

Health & Wellbeing



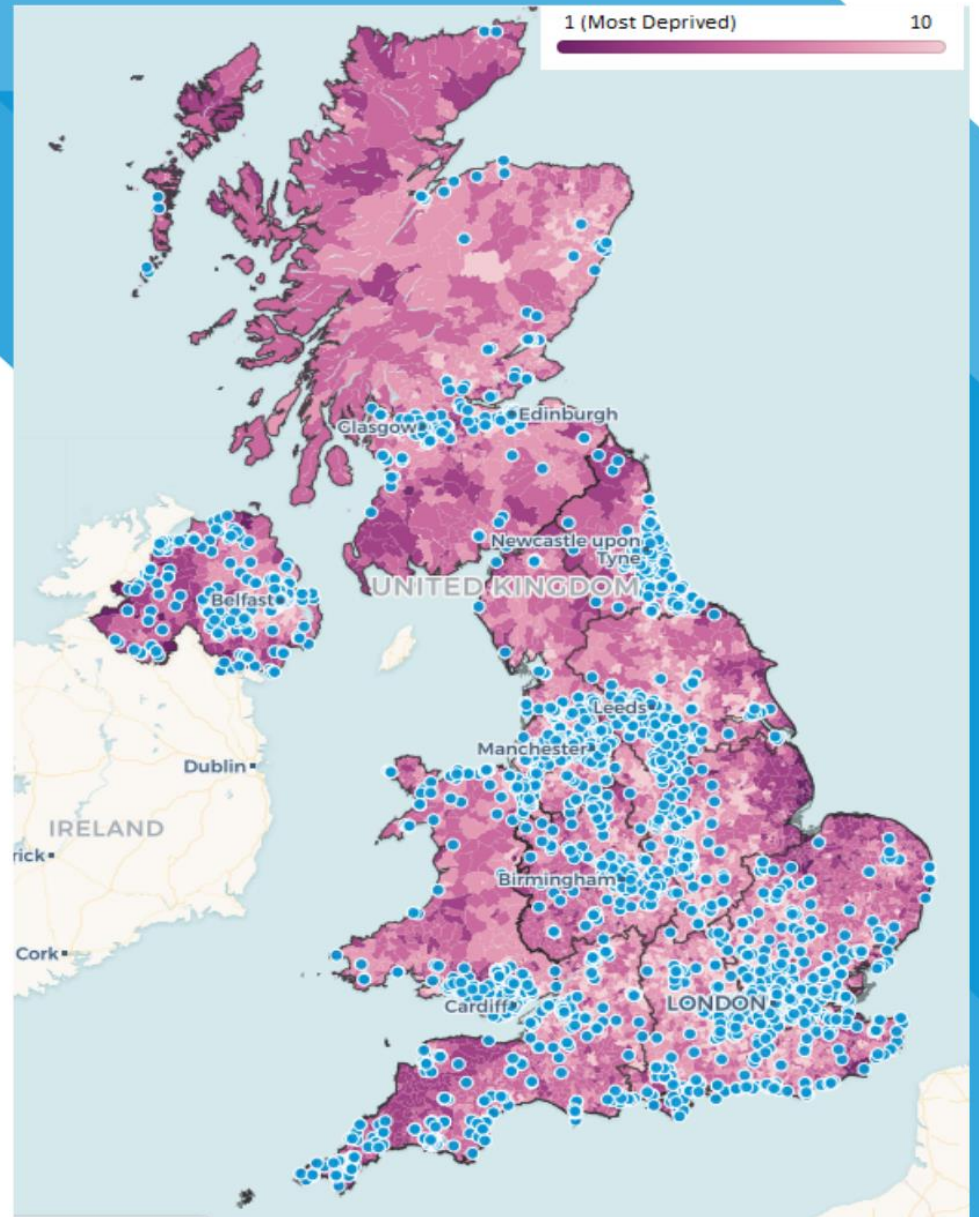
17%

Education & Employability



25%

Inequality in sports  
participation



But these community groups need our support to survive...



**53%**

ENTIRELY  
VOLUNTEER LED



**43%**

HAVE AN INCOME  
UNDER £10K

## 2. Case Study – Sported & Nike



A screenshot of the Sported website. The top navigation bar includes the Sported and Nike logos, and menu items: ABOUT US, OUR IMPACT, MEMBERS, GET INVOLVED, LOGIN, and a partially visible "DONATE" button. The main content area features a dark background with a chain-link fence pattern. The headline "Future Leaders in Sport" is prominently displayed in white. Below it, a paragraph describes the program: "The Future Leaders in Sport programme will empower 12 inspirational young BAME people (aged 16-30) who are passionate about harnessing the power of sport to promote equality, diversity and inclusion in their local communities." At the bottom right, there is a logo for "FBB FOOTBALL BEYOND BORDERS" and some partially visible text: "month", "velopment", and "rt for".

### Future Leaders in Sport

The Future Leaders in Sport programme will empower 12 inspirational young BAME people (aged 16-30) who are passionate about harnessing the power of sport to promote equality, diversity and inclusion in their local communities.



month  
velopment  
rt for

# 3. Doing Your Research



### 3. Do your research...and make connections



**Develop strong understanding of areas of synergy. What are their challenges or focus areas? How could we help?**

- Brand/corporate values – *‘walking the talk’*
- Staff engagement – *giving back meaningfully / locally*
- Connection to new audiences – *new offices, new products*
- Good news stories – *to counter the bad??*

#### **WHERE TO FIND OUT**

Contact at company?

Company website

CSR/charity report

Local comms

Social media focus

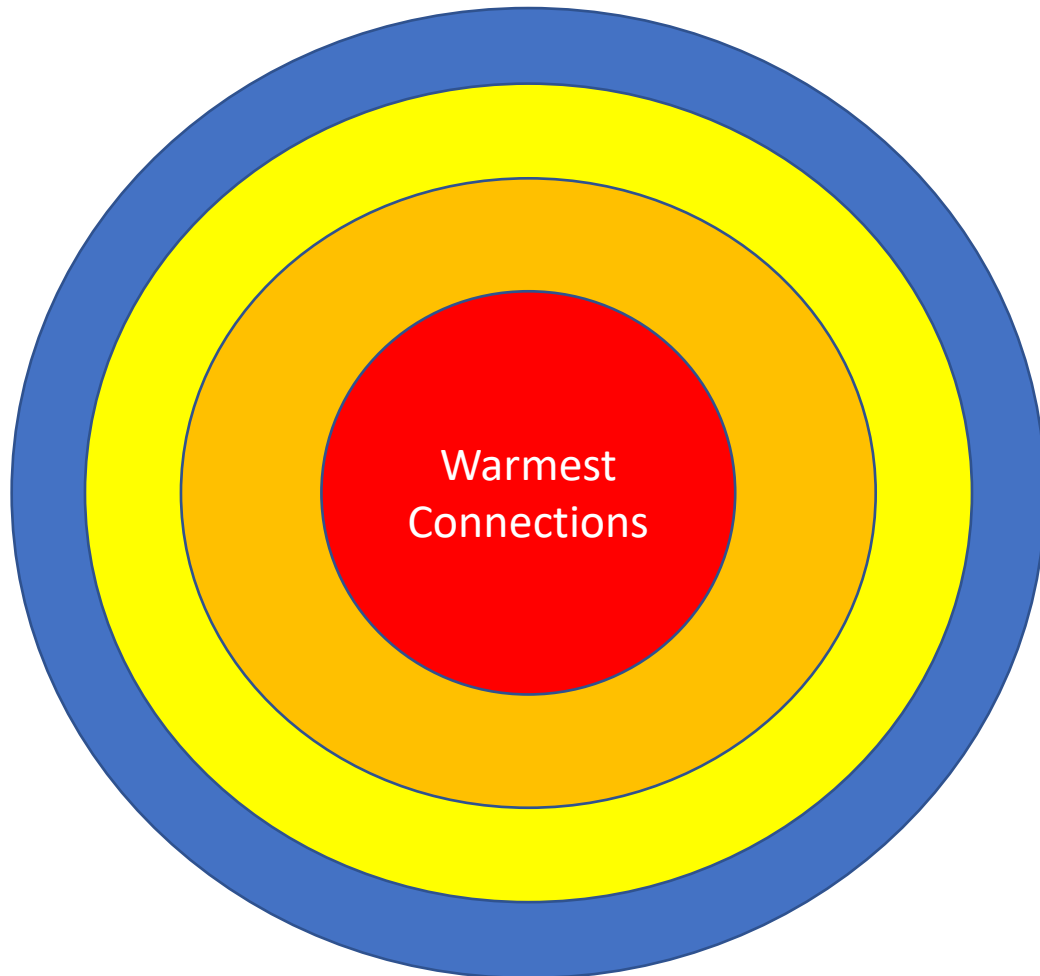
*Ongoing consideration is how genuine is interest / support? Are they ticking a box?*




### 3. Do your research....and make connections



Who do we know or can get to know that could help?



- 
- Board/Committee member connections
  - Club Member relatives or contacts
  - Social Media contacts
  - LinkedIn connections
  - Previous event attendees
  - Local paper/websites
  - Company report authors

### 3. Case Study – Sported & TSB



## *'PEOPLE HELPING PEOPLE'*



We're proud to support



450 TSB Local Charity Partners



### 3. Do your research – consider best fit



**Create a score chart to assess options**

Company name	Alignment of values	History of relevant charity focus/support	Likely interest in our activity, audience, location	Existing contact or ease of connection (warm or cold)
Company A				
Company B				
Company C				

## 4. Making An Approach



## 4. Making an approach



### Consider who and how – before what

- Approach via contact if possible
- Is there an informal opportunity to meet/share?
- If not, consider best person to speak or send to
- Will you call, email, apply – consider most powerful option?
- Timing....and chasing

**Think about the best of what you can show as well as tell**

Social Media links

Clips of activities

Short interviews

Photos, quotes, stories

**Whatever makes your story come alive**

## 4. Making an approach

### What should I share of our work?

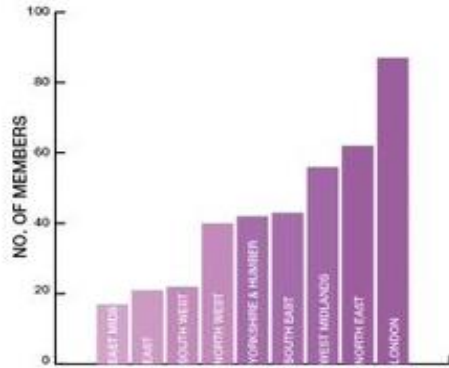
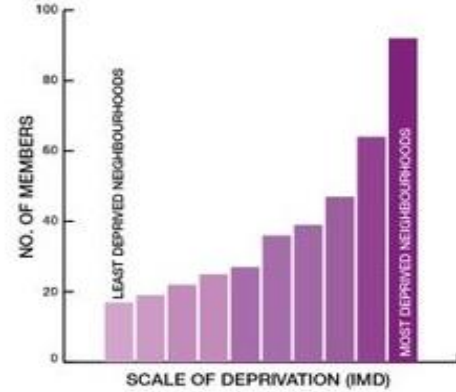
- **Short, punchy**, relevant to their needs/interests
- Make **emotive** and personal to them if possible
- Make clear your **results**:
  - Hear from a 'beneficiary'
  - Invite to see your work
- Consider when to ask/mention funds? Up front? Talk about other, **non-financial needs** as well.
- **Make it easy for them**



# Case Study - Sported & football

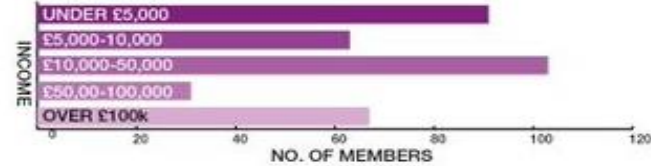


## ASSETS/KNOWLEDGE



**77** GROUPS WORK WITH BME PARTICIPANTS

**51** GROUPS WORK WITH DISABLED PARTICIPANTS



Football members\_England\_March2019  
\*Number of members across all groups. Other figures based on most recent information supplied by members.

**Football Foundation**



## CONNECTIONS



## CONTENT



**A BRIEF PAUSE!**



# 5. Negotiating & Agreements



## 5. Negotiating and agreements




### What should I ask for?

- What is of value to you? Just money or money plus? What combination of those things? Non-financial helpful to include as easier to give and still valuable.
- What will it cost you to deliver? Consider new & existing resource....
  - New - equipment, facilities hire, new coaches
  - Existing – time to manage, deliver, report on funds
- **Be confident** in your ask – their support will make a difference
- Consider **beforehand** where you could increase or decrease your request/offer? ‘Scalable’
- Consider **alternatives** - a short term arrangement if necessary? A smaller ‘Pilot’ programme?
- Help them understand **your constraints**.....but listen to theirs too. They have them too!

## 5. Negotiating and agreements



### Do we really need a contract?

- Not necessarily, but some form of **written confirmation** important
- Not just legal value; **provides clarity** on what's agreed;
- But **be proportionate** – consider options 
- If contracting, get a **second opinion** on terms
- Consider **unlikely scenarios** – what if?
- Worth spending time to **get it right** – it can uncover differences up front

### DIFFERENT TYPES OF AGREEMENT

- **Email confirmation**
- **Basic Letter of Agreement**
- **Memorandum of Understanding**
- **Formal Contract**

## 5. Negotiating and agreements



### What to include in our agreement?

- Anything you want to ensure is clear between you but as standard
  - Partnership objective/s
  - Financial arrangements – include payment timings
  - Duration of partnership
  - Requirements of both parties
    - *What and When - include an activity schedule?*
  - Reporting expectation
  - Lead person/contact
  - Communications – use of logos, images, quotes, data (GDPR)
  - Termination – what happens if major disagreements/unforeseen circumstances arise
- Ensure it's signed / agreed in writing

# 6. Managing the relationship



## 6. Managing the relationship



### Getting the deal is half the challenge....now make it work!

- Consider renewal/expansion from the start – working towards *long term support*
- Build relationships – around and beyond key contact – '*layers*'
- Create trust and openness
- Communicate regularly – make them feel a *part of the family*
  - Milestones as they happen
  - Events – yours and others
  - New partnerships/funding
  - Other significant changes at your organisation
  - Relevant news story from others (showing value of your work)
- Follow your plan; but *alert quickly* if things not working out
- Think about *other value* you can bring – introductions, support at events, insight?

## 6. Case study – what can happen!



**Long term supporter**

**Staff changes at both ends**

**Little engagement**

**Organisational understanding reduced**

**Original direction & enthusiasm lost**

**Misplaced assumption that all was fine**



## 6. Managing the relationship



### Risk register – considering risks and how to mitigate them

<https://knowhow.ncvo.org.uk/tools-resources/risk-management/template-risk-register>

	G	H	I	J	K	L	M	N	O
	Description of Risk & Impact	Risk Owner	Pre-mitigation Probability	Pre-mitigation Impact	Pre-mitigation Rating	Mitigation Strategy	Post-mitigation Probability	Post-mitigation Impact	Post-mitigation Rating
1	There is a risk that <some business impact> will happen if <some event happens or fails to happen in the project>	Name1	1	5	5	This is a list of the activities completed and controls in place that provide some mitigation to the risk described. This should reflect mitigating controls in place and not a wish list of activity to be done in the future which may or may not be successful.	1	5+	5
2	There is a risk that <some business impact> will happen if <some event happens or fails to happen in the project>	Name1	3	3	9	This is a list of the activities completed and controls in place that provide some mitigation to the risk described. This should reflect mitigating controls in place and not a wish list of activity to be done in the future which may or may not be successful.	2	1	2
3	There is a risk that <some business impact> will happen if <some event happens or fails to happen in the project>	Name1	2	4	8	This is a list of the activities completed and controls in place that provide some mitigation to the risk described. This should reflect mitigating controls in place and not a wish list of activity to be done in the future which may or may not be successful.	1	4	4
4	There is a risk that <some business impact> will happen if <some event happens or fails to happen in the project>	Name2	4	2	8	This is a list of the activities completed and controls in place that provide some mitigation to the risk described. This should reflect mitigating controls in place and not a wish list of activity to be done in the future which may or may not be successful.	2	1	2
5	There is a risk that <some business impact> will happen if <some event happens or fails to happen in the project>	Name2	5	5	25	This is a list of the activities completed and controls in place that provide some mitigation to the risk described. This should reflect mitigating controls in place and not a wish list of activity to be done in the future which may or may not be successful.	3	4	12
6	There is a risk that <some business impact> will happen if <some event happens or fails to happen in the project>	Name2	3	3	9	This is a list of the activities completed and controls in place that provide some mitigation to the risk described. This should reflect mitigating controls in place and not a wish list of activity to be done in the future which may or may not be successful.	2	3	6



## 6. Managing the relationship



### **Keeping it going.....through renewal or expansion**

- Think about it from Day 1 - work towards long term support
- But still leave plenty of time to plan end of current relationship
- Meet to discuss with partner - consider what's worked well and not, areas to grow/continue
- Be aware of their business, changes in focus/interest – & your response
- Use all levers to gather support (your network)
- Don't assume anything!

- **Be really clear about what you want and can offer (know your ask)**
- **Invest time up front to save time later (know your stuff)**
- **Build and maintain relationships (know your partner)**
- **Consider the corporate perspective (know their business!)**
- **Don't agree to everything! (know your limits)**



# Sported Sponsorship Opportunity



# SNAP sponsorship opportunity



Free membership available for Sported members....

## How it works

- 1** Build a sponsorship profile  
Load what's available to sponsor at your club
- 2** Use our knowledge library  
Sponsorship best practice from clubs nationwide
- 3** Find sponsors and agree deals  
Promote your profile and connect with sponsors
- 4** Manage your partnerships  
Schedule activations, review financial reports and renew your deals

The logo for SNAP, featuring the word "SNAP" in a bold, black, sans-serif font. A stylized line graph with blue and green lines is integrated into the letter "A".

**Making  
Sponsorship  
Work**

Email [membership@sported.org.uk](mailto:membership@sported.org.uk) to express interest

## Some useful websites



- Institute of Fundraising – Corporate Fundraising
  - <https://www.institute-of-fundraising.org.uk/guidance/corporate-fundraising-trusts-and-foundations/corporate-fundraising/>
- Third Sector – Corporate Fundraisers toolkit
  - <https://www.thirdsector.co.uk/corporate-fundraising>
- NCVO – Corporate Fundraising Guide
  - <https://knowhow.ncvo.org.uk/funding/fundraising/corporate-fundraising#>
- NCVO – Approaching Local Businesses for Donations
  - <https://knowhow.ncvo.org.uk/how-to/how-to-approach-local-businesses-for-donations>
- EventBrite – How to secure event sponsorship
  - <https://www.eventbrite.co.uk/blog/guide-to-event-sponsorship-ds00/>
- Guardian – How to secure a Charity of the Year partnership
  - <https://www.theguardian.com/voluntary-sector-network/2013/jan/29/become-companys-favourite-charity>

**Questions?**