

Are you Ready for corporate partnerships?



What we promised you



A close-up photograph of a woman with dark hair styled in a bun with bangs, wearing a red top with a white floral pattern. She has a wide, enthusiastic smile, showing her teeth, and is giving a thumbs-up gesture with her right hand. The background is a plain, light-colored wall.

Yes!

**Yes! You'll
receive slides**

I'm a DoGoodologist



4 important distinctions



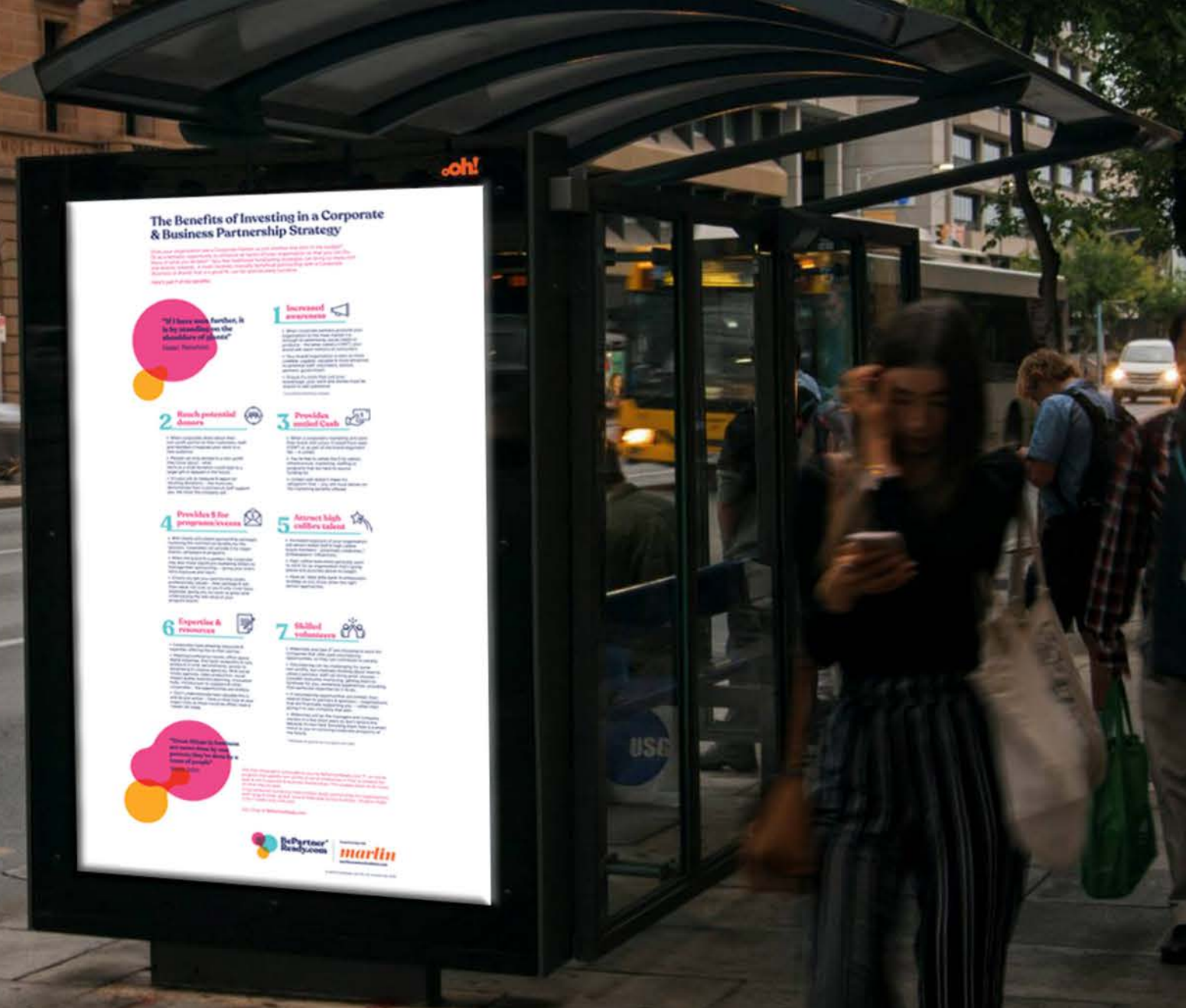
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Ready.com**

Do more. Be more.

1. Corporates are not (just) cash COWS



‘7 benefits of a corporate partnership’ infographic



The Benefits of Investing in a Corporate & Business Partnership Strategy

Business partnerships are a common feature in the world of business. They can be a powerful way to grow your business, increase your revenue, and expand your market reach. However, not all partnerships are created equal. Some are more beneficial than others, and it's important to understand the benefits of investing in a corporate and business partnership strategy.

- 1 Increased awareness**
A corporate partnership can help you reach a wider audience and increase your brand's visibility. This can lead to more sales and revenue for your business.
- 2 Reach potential donors**
A corporate partnership can help you reach a wider audience and increase your brand's visibility. This can lead to more sales and revenue for your business.
- 3 Provides initial cash**
A corporate partnership can provide you with the initial capital you need to get your business started. This can be a valuable source of funding, especially if you're starting a new business.
- 4 Provides 8 for programs/venues**
A corporate partnership can provide you with access to a wide range of programs and venues. This can be a valuable resource for your business, especially if you're looking for new ways to reach your audience.
- 5 Attract high caliber talent**
A corporate partnership can help you attract high-caliber talent to your business. This can be a valuable asset, especially if you're looking for experienced professionals who can help you grow your business.
- 6 Expertise & resources**
A corporate partnership can provide you with access to a wide range of expertise and resources. This can be a valuable asset, especially if you're looking for help with a specific aspect of your business.
- 7 Skilled volunteers**
A corporate partnership can help you attract skilled volunteers to your business. This can be a valuable asset, especially if you're looking for help with a specific aspect of your business.

BePartner Ready.com martin

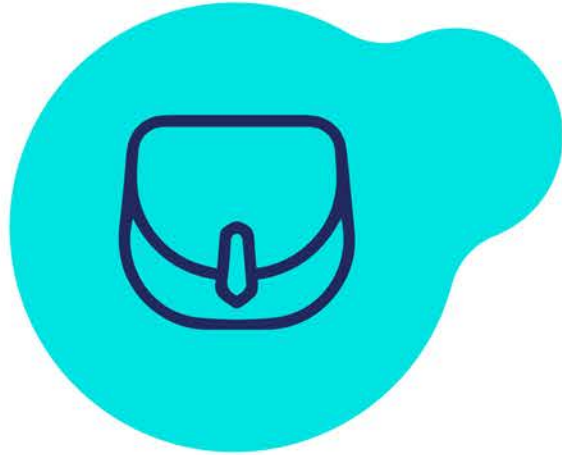
2. Corporates love solving problems





3. There's not just one purse – but 4!

The Four Purses



1.
**Human
Resources
Purse**



2.
**Philanthropic
Purse**



3.
**CSR
(Corporate Social
Responsibility)
Purse**



4.
**Marketing
Purse**
Brand-aligned partnerships
Sponsorships
Cause Related Marketing

The Four Purses

Did you know that when approaching corporates for a potential partnership, there's not just one budget but four possible budgets? Yes, changemakers can access four different budgets (or as we call them, purses) for cash & other juicy resources! When you pinpoint the purse, you'll know the right person to approach, understand their reason for the

investment, the ROI they're seeking and the language they speak. These are all important details when making a compelling, stand-out approach. This is one of the many bedrock distinctions contained within the BePartnerReady.com® program that'll deepen your understanding of the

corporate sector – and more importantly, enable you to ask the right questions of the right person at the right time – and deliver precisely what they want. It's the difference between success – and failure. Who knew that simply asking for someone's job title would reveal so much!



1. Human Resources Purse

Reason for investment

- Staff engagement & volunteering
- Increase pride, loyalty and motivation
- Salary demand of Millennials to do good at work
- Build compassionate leadership and teamwork skills
- Support a CSR strategy/contribute to community

Size of purse

- Typically small, sometimes only costs covered
- Smart charities are charging a fee, or you can offer exclusively to partners & sponsors that are supporting you financially

Purseholder job title

Head of Human Resources, People & Culture, VP of HR

Roi Measures

- Increase in staff motivation & pride
- Enhance work-life balance
- Attract Millennials & Gen Z
- Reduce churn (turnover)
- Become an Employer of Choice
- Increased skill set

Blurred Boundaries

- Staff volunteering can support a CSR strategy or Sponsorship
- Skilled volunteering hours can be presented as a CSR commitment
- Staff wearing branded t-shirts and promoted publicly can be seen as marketing/brand enhancement

Language used

Churn, retention, emotional intelligence, exit interview, change management, attrition, core competencies, soft skills, corporate culture, balance scorecard, downsizing, family friendly, diversity, talent, onboarding



2. Philanthropic Purse

Reason for investment

- Fulfill on social purpose, make a social impact
- Tax deduction
- Ring-fenced giving (not impacted by company performance)
- Sometimes, due to a personal relationship (or Chairman's Chequebook)
- Sometimes required by Government or industry to win contracts
- Demonstrating industry leadership
- Part of their culture / set by Founder / Religious roots

Size of purse

- Medium, can be fragmented
- Often broken up into lots of small grants, especially if a Foundation

Purseholder job title

Head of Philanthropy, Head of Foundation, Chief Giving Officer, Community Relations or if a small company it can be HR, CEO, CFO or Corporate Affairs

Roi Measures

- Social impact
- Reputation
- Employee motivation & pride

Blurred Boundaries

- Strategic philanthropy – where it positively impacts their business (such as banks investing in financial literacy or insurance companies investing in climate action)
- When they promote their philanthropy, makes it more of a marketing exercise
- Individual giving vs company (i.e. Bill Gates & Microsoft)

Language used

SRI (social return on investment), stakeholder, advocacy, altruism, gift, grants, eligible, DGR-1, care, support, changemaker, community involvement



3. CSR (Corporate Social Responsibility) Purse

Reason for investment

- Stakeholder, lobby group & customer pressure
- Desire for more sustainable business
- Solving social problem is advantageous to their business
- Minimise negative impact on environment & community (reduce reputational risk)
- Earn their 'licence to operate'
- Increasingly required by Government or industry to win contracts
- Demonstrating industry leadership
- Creating more diversity
- Reduction in wastage = cost savings
- Differentiation in the marketplace

Size of purse

- Large, complex and growing
- Not all companies are embracing CSR

Those on the journey are investing millions. Covers so many aspects from environment to diversity, ethics & community, marketplace practices & human rights. The budget spend will align to their focus area

Purseholder job title

The catalyst can be CEO, in-house counsel, corporate affairs manager, stakeholder relations or HR. As function grows they may hire a specialist person called CSR manager, CSR analyst or sustainability manager.

Roi Measures

Depends on their focus area. It can include all in purses 1&2 as well as specific measures relating to their focus area, such as zero emissions (Intarface), 100% sustainable cotton (Cotton On)

Blurred Boundaries

- Many companies still don't understand CSR – they donate money to a charity and call it CSR
- Shared Value – a new trend that looks like CSR but isn't – warning!
- CSR, legal & marketing teams often work together



4. Marketing Purse

Brand-aligned partnerships
Sponsorships
Cause Related Marketing

Reason for investment

- Leverage their CSR or sponsorship investment & activity
- Differentiation in the marketplace (products & services)
- Demonstrate social good to customers
- Desire to be famous for a social cause
- Increased sales on product or service
- Reach new markets
- Build trust and brand
- Attract socially conscious millennials as customers & staff
- Demonstrate or sample product (in a sponsorship/event)
- Reputation brand

Size of purse

- Typically, largest of them all
- In tough times, most companies do not abandon marketing altogether. They will look for most cost-effective ways to get their message out. Partnering with a cause is often very cost-effective compared to a big media campaign.

Purseholder job title

Director of Marketing, Brand, Sponsorship, Communications, Sales, Digital or PR

Roi Measures

Depends on desired outcome but will often be in sales, increased awareness or sentiment towards the brand/company

Blurred Boundaries


- Their job is to get maximum value out of the exercise that can sometimes be funded by the CSR purse
- Cause Related Marketing is confused with Customer Relationship Management
- Charitable donations called 'sponsorship'

Language used

Content, customer centric, return on ad spend, guerrilla marketing, engagement, demographics, psychographics, targeting,



We'll send you detailed infographic

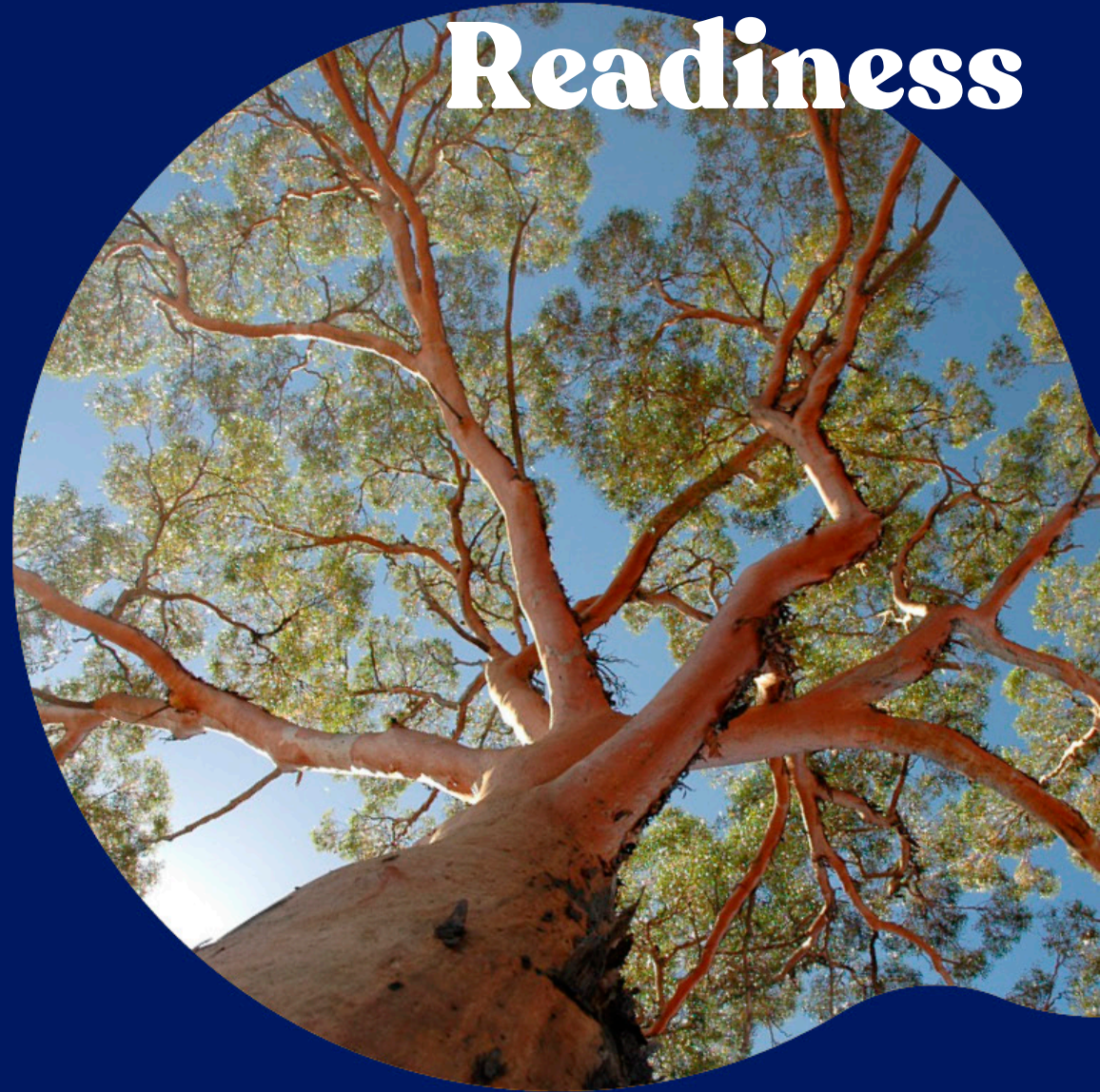


**4. There's two levels of
readiness**



Partner Readiness

**Organisational
Readiness**



The 3 reasons non-profits fail at corporate partnerships



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Do more. Be more.

A group of horses is running through shallow water, splashing. The horses are light-colored, possibly grey or white, and are captured in motion, with water droplets visible in the air around them. The background is a bright, hazy sky. The overall scene is dynamic and energetic.

**Woah!
Hold your
horses!**

1. They're not ready

2. Approach at the wrong time



3. They take the easy / hard route



**The
easy/hard
way**

**The
hard/easy
way**

PARTNER Readiness



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Do more. Be more.



**How to get partner ready:
A robust, tried & tested 7-step
formula proven to deliver results**

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“Corporate Partners have transformed our organisation. We’ve doubled our turnover – with netted costs!”

We're way better off than we've ever been able to do more of what we do best rehome animals.”

JB, Founder & Joint CEO, PETRESCUE

JB, PetRescue



BePartnerReady.com®



The BePartnerReady.com™ Process

“There is no elevator to success. You have to take the stairs.”
- Zig Ziglar

1. Identify your business goals
2. Research potential partners
3. Develop a partnership proposal
4. Negotiate and sign a partnership agreement

7 STEPS





Webinar 11 Oct, 11am register [here](#)

ORGANISATIONAL READINESS



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**“Opportunity
dances with
those already
on the dance
floor”**

**7 organisational readiness factors that
prohibit or promote success**



1. Lack of brand clarity





2. No clue re offer



3. Confused management & board



4. Federated – lack of unity

5. In midst of organisational change



6. Lack of (trained) people & resources



7. Mindset (abundance vs scarcity)



Are you Corporate Partner ready?



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Readiness Score



Yay! You're Ready!

Readiness Score





Questions from guests



THANK
YOU!

Thank you





Carly
Workwear



Lisa
Lifeline



Simon
Storyteller



Vickie
PetRescue



Dan
Marlin



Simone
The Big Issue



Lizzie
Conservation
Ecology Centre



Sally
ABC



Georgia
BePartnerReady.com®



Janet
Bully Zero



Hailey
BePartnerReady.com®

Remaining 8 webinars

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