

Corporate Partnerships Organisational Readiness

A corporate partner can deliver wonderful things to a not-for-profit, including mass market awareness, untied cash, as well as ideas and expertise. All this helps you to Be More and Do More of what you do best - change the world. But securing a corporate partner isn't easy. It requires a certain level of **organisational readiness** before you can then take steps to become **Partner** ready.

Readiness Factors



1. Marketing & Brand Savvy

You have:

- ✔ A distinct brand, with ratified brand architecture (Brand Essence and Values)
- ✔ Great stories told in line with storytelling best practice
- ✔ A marketing and communications plan



2. Resources

You have:

- ✔ A dedicated person to pursue corporates (Full time, not a consultant)
- ✔ Skilled in sales, prospecting, presenting and negotiation
- ✔ Direct access to your CEO and/or Board



4. Offering

You know:

- ✔ What you want from a corporate - you have a clear and specific Intention
- ✔ What the money is for and the social impact it will have
- ✔ What is unique and compelling about your cause and brand



6. Attitude

Your organisation:

- ✔ Has an attitude of abundance and takes a long-term view
- ✔ Is ready and willing to align your brand publicly with a corporate partner - not just take money
- ✔ Has a compelling and inspiring purpose, mission and vision and go-getting vibe



3. Timing

Your Board:

- ✔ Understand it's a long-term strategy, requiring 18 months investment before seeing a result
- ✔ Know there's an optimum time to pitch (February and August each year)*
- ✔ View Corporates as much more than just cash cows

* You need to pitch when they are setting their budgets



5. Corporate Landscape

You understand:

- ✔ There are 4 distinct purses (budgets) within a Corporate that you can target
- ✔ Each purse has different objectives and reason for partnering with a cause
- ✔ The trends and jargon around CSR/ESG - Shared Value, Triple Bottom Line, Marketing, HR, CRM and Sponsorship



7. Cause Appeal

Your cause:

- ✔ Has popular appeal and prominence in the hearts and minds of consumers
- ✔ Is national or has a plan to be**
- ✔ Is a cohesive organisation (eg. if federated, you are working collaboratively and in unison)

** A formalised and ratified plan, not just a fantasy

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Organisational
Readiness Score
HERE

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