YOUR TIME IS NOW!

The tools you need. The relationships you build. The change you make.

Partnerships

Professional Identity –

The role of a Corporate Partnerships Manager in a charity

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Corporate Partnerships Manager

LifeFlight

KEY OUTCOMES

- Some common pathways to becoming a CPM
- Case Study - Learnings from the other side of the table
- ‘Day in the Life’ of a Corporate Partnerships Manager
- What the CPM role can add to the NFP
- Case study – Rural Safety Partnership – LifeFlight and New Hope Group

PATHWAYS TO A CPM ROLE/WHAT TO CONSIDER AS AN EMPLOYER

Background/Experience:

NFP

Marketing

Sponsorship Manager

Similar roles in Corporate environment

Business Development

Relationship Management

Solution Based Sales

Social Impact Management

PATHWAYS TO A CPM ROLE/WHAT TO CONSIDER AS AN EMPLOYER

Skills:

Strategy Development

Balance of analytical and creative thinking

Quality communication skills – verbal & written

Planning and organising

Relationship management

Strong networking skills

Developing & implementing programs

Leadership

Attributes:

Professional

Passionate about making a difference

Engaging yet keep it to the point

Resilience

Innovative/Initiative

Don’t underestimate transferrable skills

FROM THE OTHER SIDE OF THE TABLE - TRANSFERRING SKILLS AND LEARNINGS

2008 Sponsorship request letter- $5000

The offer:
Brand on Show material & advert in Newspaper
Mentions over PA during the 3 days
Invites to launch, VIP lunch

IDENTIFIED SYNERGIES

NFP - Assets

- Population Audience approx. 500,000
- Event attendance 60,000 + over 3 days
- Family patronage
- Community activity

NFP - Objectives

- Funds from the CP
- Retail opportunity for ticket sales
- Commercial ability
- Volunteers for activity pre-event

CP Objectives

- Audience reach for who we are
- Brand exposure
- Location exposure
- Drive for acquisition
- Community interaction activity
- Demonstrate community caring (CSR)

CP - Assets

- 7 Retail outlets
- Staff volunteering program
- Marketing for promotion of Show project.

Activation: Keep Track of Your Kids

Corporate Benefits

- Community Engagement – measured
- Acquisition & Sales – Pre, During, Post
- Brand awareness/location – measured
- Recognised CSR
- Staff Engagement

NFP Benefits

- Higher exposure period for event
- Revenue increase – pre sold
- Volunteers – before and during
- First in Qld – media attention
- Increased funding from CP based on success

MUTUALLY BENEFICIAL

ACROSS THE TABLE – Take-away for a future CPM in a NFP

1. Find out as much as you can about your prospect; One size doesn't fit all; Try find an introduction
2. Know your assets and demographic; and get to know their assets & demographic – is there alignment
3. Identify objectives from both sides – mutual benefits
4. Branding vs strategic objectives
5. Equity and consistency of recognition of support (important to the CP)
6. Share how the support made a difference (social impact)
7. Measure of the outcomes & report them
8. Form internal relationships with multiple people *

Your CPM Career Journey

Draw on past experience and build on those

Seek support from other CPMs across a variety of industries

Look for development opportunities/conferences to stay up to date

CORPORATE PARTNER
EXPECTATIONS HAVE EVOLVED

… And will continue to evolve

TRENDS IN CORPORATE PARTNERSHIPS OBJECTIVES

Arms length Philanthropic Giving

Meaningful Community Sector Engagement

Social Impact and Legacy Projects

Employee Engagement

- Exhibits CSR & allows CP to position themselves as employer of choice to prospective and existing staff
- Opportunities for Volunteering

Return on Investment → Return on Objectives

- Prospective CP are more sophisticated in developing strategic objectives for the NFP partnership
- They are looking for collaboration on how to implement the strategy
- They have an expectation the NFP can deliver on the objectives
- Want relevant measures on the ROI and ROO (for tangible and intangible outcomes) reported

Note: Important to preplan the measures and how these will be recorded for reporting

A CORPORATE PARTNERSHIP MANAGER ROLE VALUE ADD:

- adds a deeper connection to the business supporters – makes them 'sticky' – has a journey to follow to develop these relationships
- Builds the relationship to a partnership where both parties are working to help each other achieve long term objectives.
- Focus on Mutual Value Proposition
- Presents new opportunities through the advocacy built between the partners
- Has on overall picture in view when looking at individual opportunities

A dedicated Corporate Partnerships Manager is an investment.

14 Paths to Sustainability
Ways To Partner With Companies
Event Sponsorship
Annual Partnerships
In-Kind Support
Cause-Related Marketing
Product Endorsement
Workplace Giving
Matched Giving
Corporate Philanthropy
Corporate Social Responsibility
Pro Bono Support
Membership Growth
Staff Volunteering & Fundraising
Corporate Foundations
Corporate Partnerships
infinitysponsorship

STRATEGIES FOR BUSINESS ENGAGEMENT

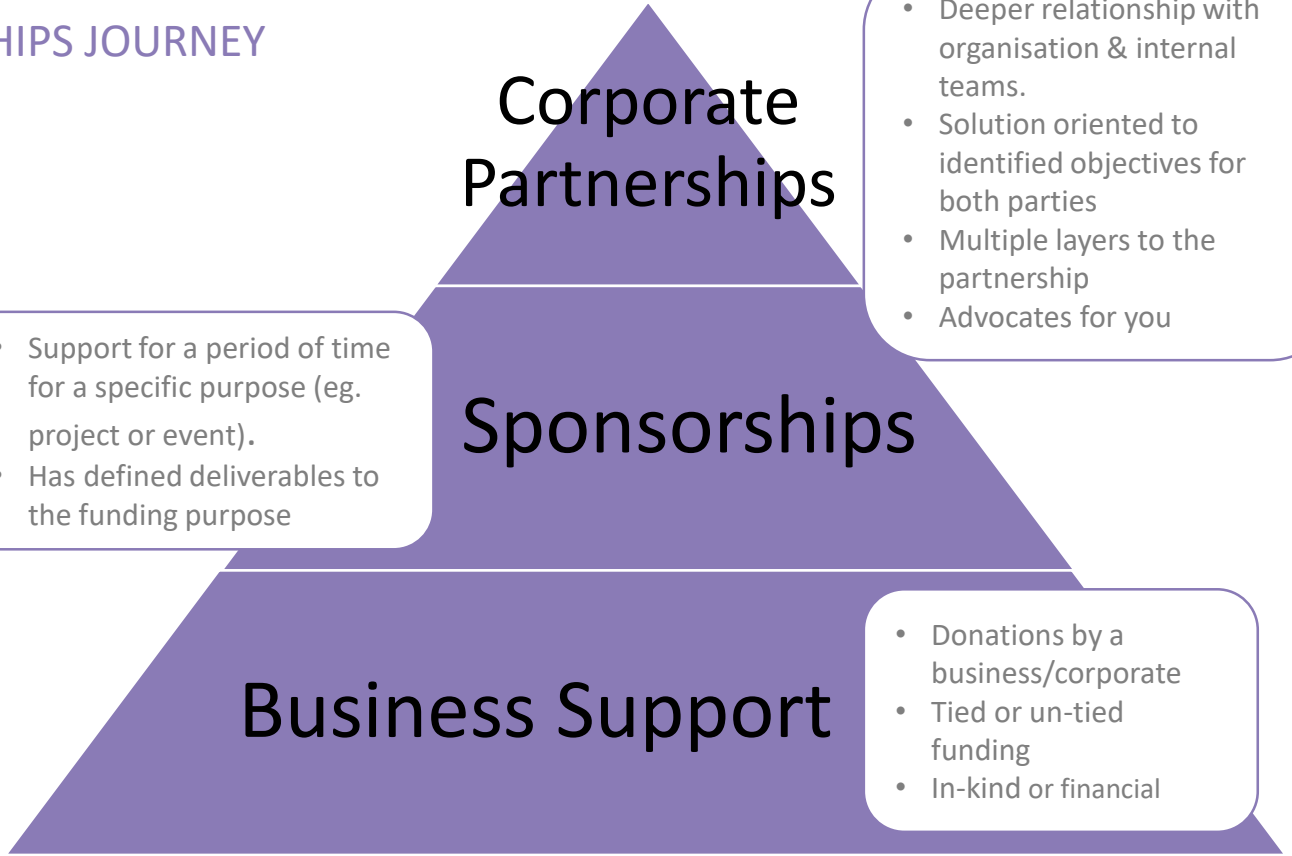
Feeder

ENGAGEMENT	ALIGNMENT	BENEFITS	TIMEFRAME
Survival	In-kind support.	Increased benefits. Events supported.	3-6 months
Hopeful	Financial investment.	Programs funded. Services expanded.	6-18 months
Sustainable	Can they support our organisation in other ways?	Diversify income streams. Organisation grows. Sponsors become partners.	1-3 years
Deeply Connected	Are they aligned with our values?	More sophisticated relationships. Seeking deeper alignments.	3-5 years
Transformational	Together, how can we achieve our mission?	Create social impact in ways that contributes to a better world!	4+ years

Strong partnerships

Visual - Acknowledgement Abby Clement – Infinity Sponsorship

PARTNERSHIPS JOURNEY



- Deeper relationship with organisation & internal teams.
- Solution oriented to identified objectives for both parties
- Multiple layers to the partnership
- Advocates for you

- Support for a period of time for a specific purpose (eg. project or event).
- Has defined deliverables to the funding purpose

- Donations by a business/corporate
- Tied or un-tied funding
- In-kind or financial

‘DAY IN THE LIFE’ OF A CORPORATE PARTNERSHIP MANAGER

- Strategy Development – CP Program & Business Donor Journey
- Analysis of current CP portfolio/high end business supporters + leads for Industry prospects that may fit prospect profile
- Asset analysis
- Identify Prospects
- Getting a ‘first date’
- Discovery meetings

‘DAY IN THE LIFE’ OF A CORPORATE PARTNERSHIP MANAGER

- Proposal Development – based on objectives
- Delivery of Proposal - Feedback/Adjustment
- Contract or Agreement Generation/Review
- On-boarding the partner – logo placements, media etc
- Partnership Implementation Plans development – the action plan that brings the partnership to life
    - Specifics of deliverables & activity – may include a calendar
    - Project objectives
    - Measurements for objectives
- PIP meetings

‘DAY IN THE LIFE’ OF A CORPORATE PARTNERSHIP MANAGER

- Project Delivery
  - Developing the project activity
  - Activation delivering for the project
- Recording (for Reporting)
- Reporting
- Stewardship plan & delivery

CHALLENGES IN THE CORPORATE PARTNERSHIP MANAGER ROLE

- Juggling multiple prospects/partners at varying stages.
- Time poor
- Shifting organisation goals
- Unrealistic expectations from a prospect/partner
- Varying level of engagement needs between partners
- High reliance on internal and external stakeholders
- Varying and multiple deadline
- Lots of activity with not short term gain
- Aligning effort to proposed return

HIGHLIGHTS OF CORPORATE PARTNERSHIP MANAGER ROLE:

Seeing a relationship develop with aligned objectives and the outcomes having a benefit for both organisations

CASE STUDY – LIFEFLIGHT/NEW HOPE GROUP

BUSINESS SUPPORTER

TO

RURAL SAFETY PARTNERSHIP

DEVELOPMENT OF THE CORPORATE PARTNERSHIP RELATIONSHIP

BUSINESS ON BOARD PROGRAM – 2009

Entry program for business supporter of LifeFlight

Annual cash contribution to the RACQ LifeFlight Rescue service in the SW Qld
Attended networking activities
Were invited to learn more about the service

Objective – Looking for alignment with NFP's in the community to enhance their brand reputation

2011 –PARTNERSHIP AGREEMENT

Response to Catastrophic Floods in SE Qld with objectives:

Align themselves more closely with the helicopter service that had helped communities (reputational association) and

to include LifeFlight in their Emergency Response Plan for the mine site.

Provided a of support in exchange for the partnership deliverables.

ROI delivery
Brand placement- logo on the local Helicopter + use periodically
Media acknowledgement
Inclusion of LifeFlight in their company emergency planning days.

2016-18 – RURAL SAFETY PARTNERSHIP

In response to the need to evaluate the ROI and to have the partnership aligned to objectives:

Social Impact element to the delivery of the partnership – make a difference to lives in the community

Partnership to have a legacy in the community - how can what we are doing today make a difference in the future.

- Conversations shift- objectives of the partnership & LifeFlight delivery to ROO
- Change in focus on assets associated with partnership.
  - Not a priority for name on the helicopter
  - Joint branded assets in the community shift

Rural Safety Project – Partnership Deliverable

- Equipping the community with community first aid chests to enhance access in critical incident situations.

- Project development of Rural Safety Workshops
  - Education on Preventative Practices – Improve Safety knowledge & skills
  - Education on First Response – Medical assistance to improve health outcomes
  - Consultation with key community stakeholder – landholders groups; Education representatives; first aid trainers; safety management teams.

- Joint published Rural Safety Booklet

- Delivery of workshops within the rural communities

Additional Layers

- Community support of Event and Open Days
- Staff engagement
- Sponsorships of LifeFlight events

Achievements in the Partnership:

- 2018 Mining Industry Awards Top 3 Finalist
- $1 Million milestone in the Partnership during 2018
- Clear value added opportunities & great synergy between both parties.
- The relationship continues to grow

Future of the Partnership:

- Renewal to end of 2020 finalised – Common objectives continues to be making a difference to the lives of Queenslanders
- Currently completing the new PIP – review all key objectives and measures to make sure they continue to be relevant to both

HOW A CORPORATE PARTNERSHIP MANAGER ADDS VALUE

Building The Depth of the Partner Relationship

- Alignment of brand and values
- Understanding of their long term objectives – picking up new opportunities
- Objective driven focus for Projects/Agreements
- Collaborative work on deliverables
- Integration with their partner team
- Staff engagement delivery
- Added layers of support as opportunities arise
- Delivery of ROI and ROO outcomes enhances relationship

WAYS A CORPORATE PARTNERSHIP MANAGER CAN ADD VALUE TO NFP.

Strategic plan for the retention and attainment of Corporate support

Processes and protocols

Development of a structured asset/value matrix

Consistency and Equity in recognition of Corporate support

Focus on prospect development

Tailored partnership agreements

Project deliverables enhance the asset portfolio

Co-ordinated Stewardship activity – process + effective (PIP; news etc)

Recording and reporting efficiencies

TOP 5 TAKEAWAY MESSAGES:

Dedicating a resource to Corporate Partnership growth can deliver long term benefits, however it's like a tree – plant it and watch it grow. Consider it a long term investment.

Corporate Partner landscape is changing and a CPM can help keep your NFP on track with these relationships.

Do your homework when working with prospects or existing Corporate Partners.

A professional career as a Corporate Partnership Manager is challenging and rewarding.

Continue to learn from every CP experience you encounter – no two negotiations will be the same, and your skills will grow with the more opportunities you explore.

THANK YOU!

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