

TOGETHER WE'RE STRONGER

CORPORATE PARTNERSHIPS

Janet Grima / Hailey Cavill-Jaspers

BULLY ZERO / BEPARTNERREADY.COM®

Together, unlimited.



1



2

Corporate partnership Is like any other relationship

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It can be **EMPOWERING**

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Or DIS-EMPOWERING



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"If you want to improve your self worth, stop giving other people the calculator."

Tim Fargo



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A photograph of three white paper cutouts of a family (two adults and one child) holding hands, set against a solid orange background. The cutouts are slightly overlapping and cast soft shadows.

How Janet & Hailey first met (personal story)

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A composite image with a dark blue background. It features several glowing green, spiky virus particles (resembling coronaviruses) and a green bar chart with a line graph overlay. The text '2020 - Covid hit' is prominently displayed in white.

2020 – Covid hit

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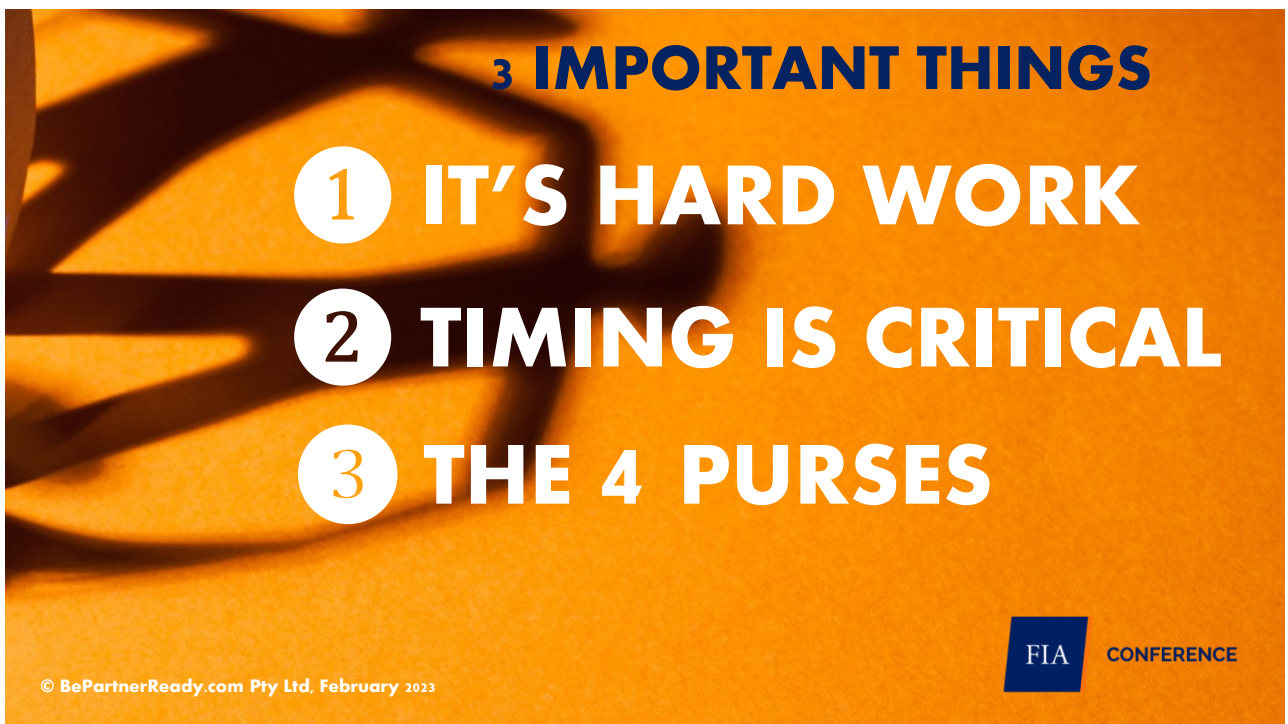
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1 IT'S HARD WORK

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“Opportunity is missed by most people because it’s dressed in overalls and looks like work.”

Thomas A. Edison

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2 TIMING IS CRITICAL

Pitch when corporates are discussing budget
February/March or
August ([see blog for explanation](#))



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3 THE FOUR PURSES



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THE 4 PURSES

Download detailed
Infographic [here](#)



1

**Human Resources
Purse**



2

**Philanthropic
Purse**



3

**CSR (Corporate Social
Responsibility) Purse**



4

**Marketing
Purse**

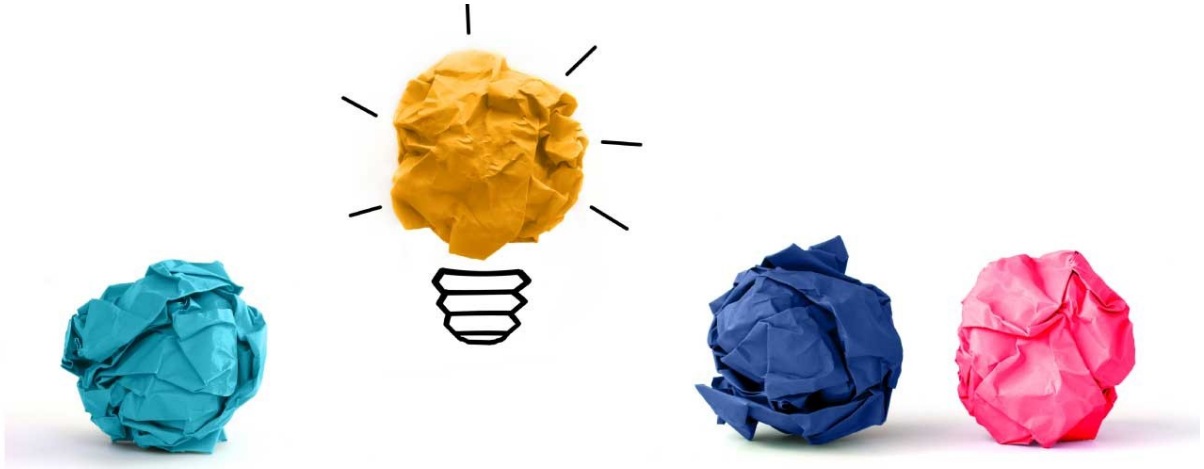
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**Language is so
important... it
unlocks the purse**

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Lightbulb moment for Janet



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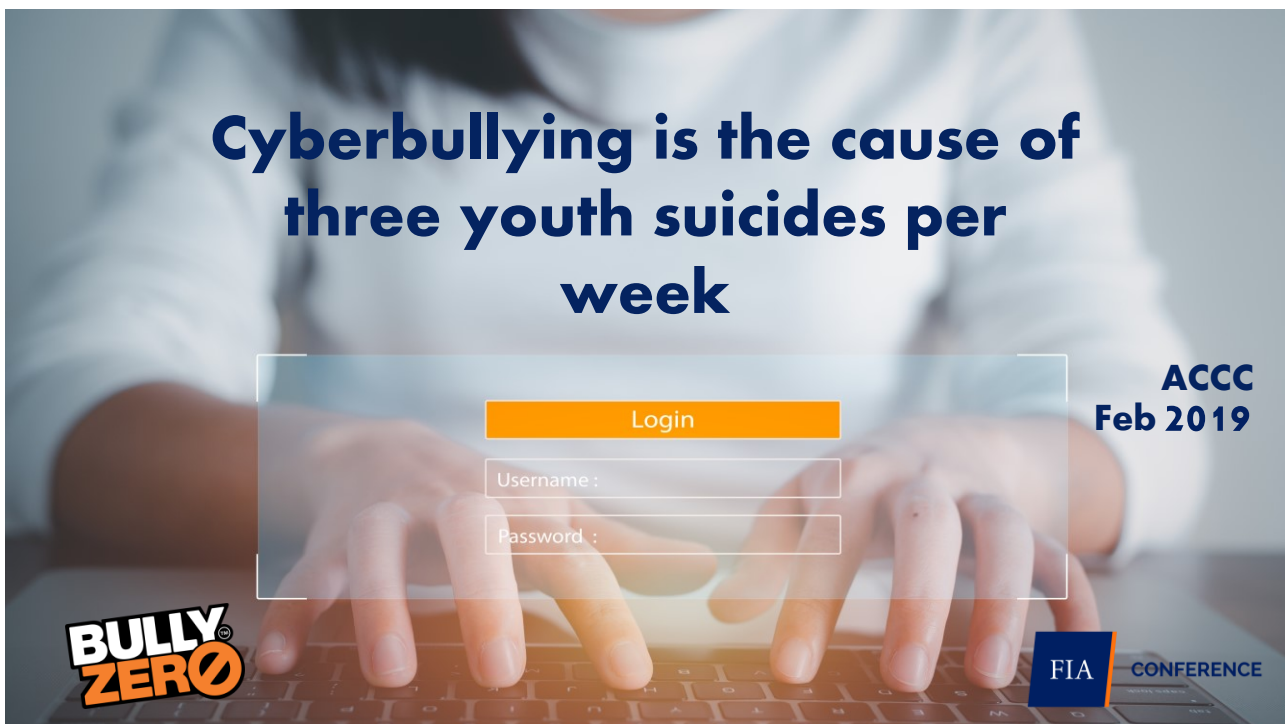
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WE HAD TO PIVOT



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ENGAGED -

- Board
- Staff, Volunteers & Ambassadors
- Corporate partnerships expert



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Readiness



Free tool - www.bepartnerready.com/readinessq&a

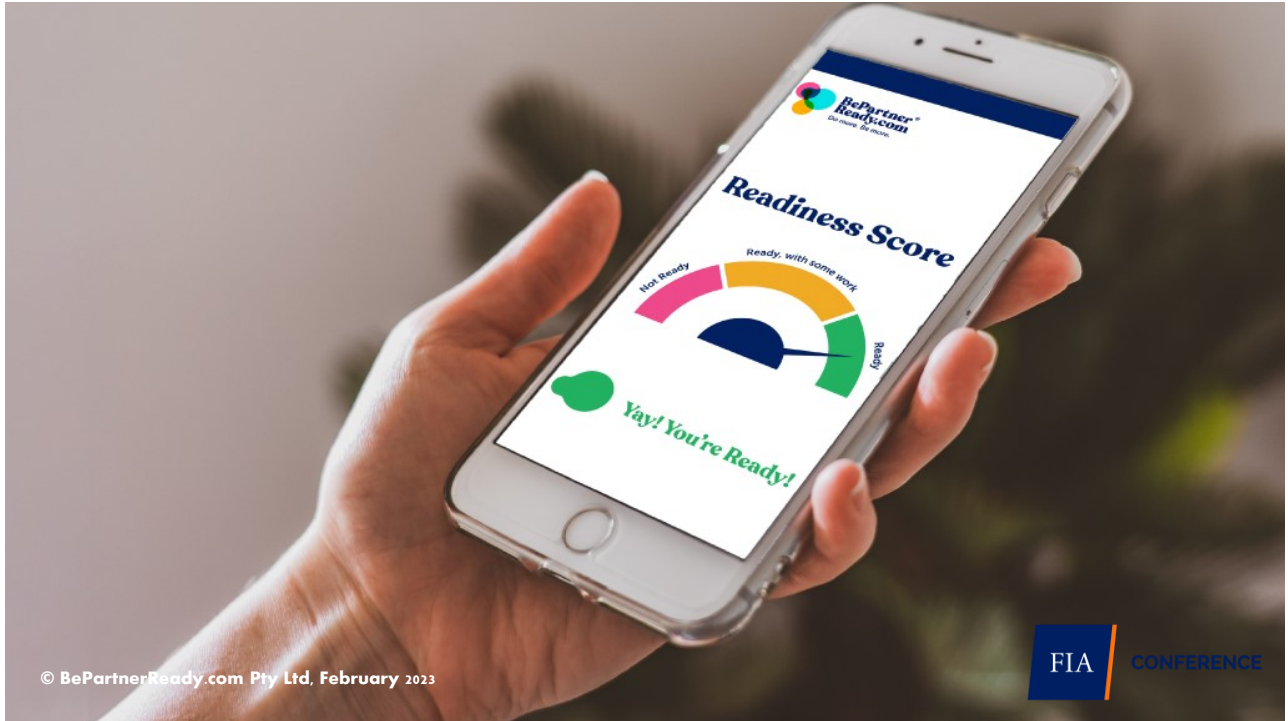
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7 STEPS

GET YOU PARTNER READY

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The BePartnerReady.com® Process

Getting started Set your Corporate Partnerships Intention

MAY

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Three children (two girls and one boy) are standing against an orange background, all with their hands to their chins in a thinking pose. The girl on the left is wearing a blue and white striped dress. The girl in the middle is wearing a blue dress. The boy on the right is wearing an orange shirt and glasses.

“If you don’t know where you’re going, you’ll end up someplace else!”

Yogi Berra

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A young girl is sitting cross-legged on an orange suitcase. She is wearing a red and white striped shirt and blue jeans. She is holding two orange slices up to her eyes, using them as binoculars.

OUR INTENTION

- **Vision**
- **Mission or Purpose**
- **Problem we solve**
- **Organisational Priorities**
- **Organisational Gaps**

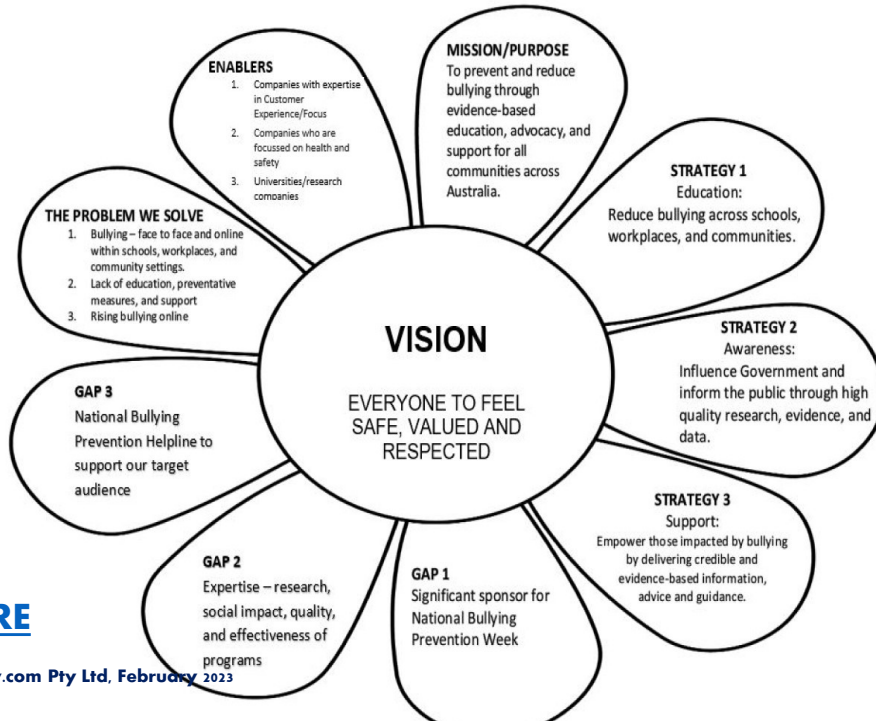
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**Do the
Intention
exercise
yourself
FREE - [HERE](#)**

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BULLY ZERO Corporate Partnerships INTENTION 2020/21

1

Secure 3 x brand aligned partners to provide untied funding @ \$180,000 pa x 3 years. Secure by June 2022

2

Secure 1 partner for mass market awareness campaigns addressing bullying @ \$200,000 in-kind x 3 years. Secure by May 2023

3

Secure 1 x sponsor for the National Bullying Prevention Hot Line @ \$150,000 a year x 3 years. Secure by June 2023



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2

Assets inventory & valuation

Compile an inventory of your organisations' Assets that would appeal to a partner, using our unique Ph formula, place a \$ value on each.

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ASSETS VALUATION



- **Ambassadors & Founder**
- **Day of Action**
- **No More Harm Conference**
- **Bullying Prevention Week**



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3

Prospects list

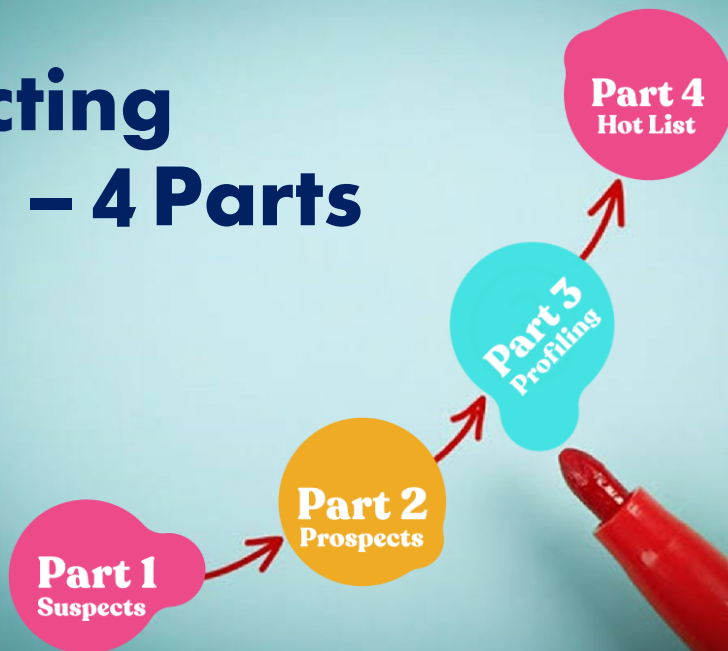
Identify corporates, businesses & brands that fit with your organisation across 7 categories
Suspect List > Prospect List > Hot List.



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Prospecting Process – 4 Parts




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4

Credentials presentation

Compile compelling slide-deck for first meeting with corporate & business prospects.



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VIDEO – EMOTION

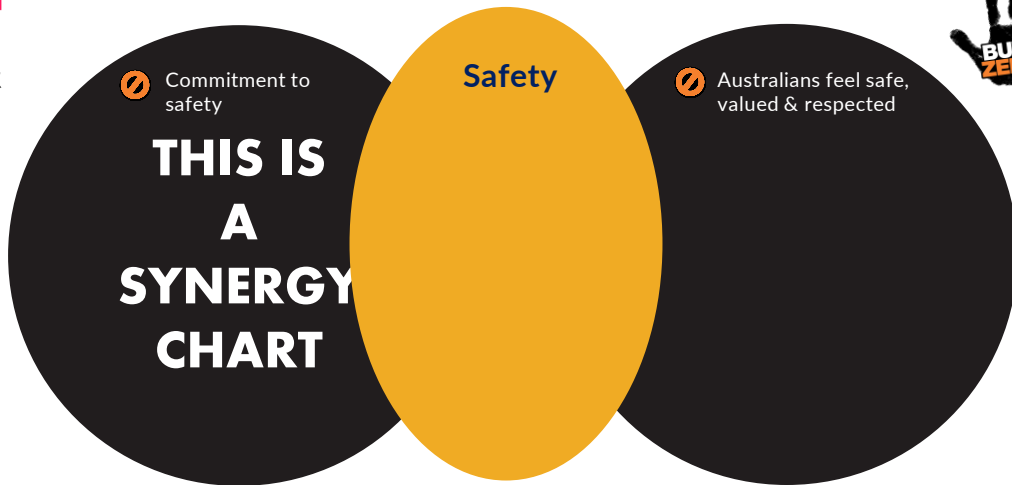
Watch video [here](#)





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WE'RE A GREAT FIT!



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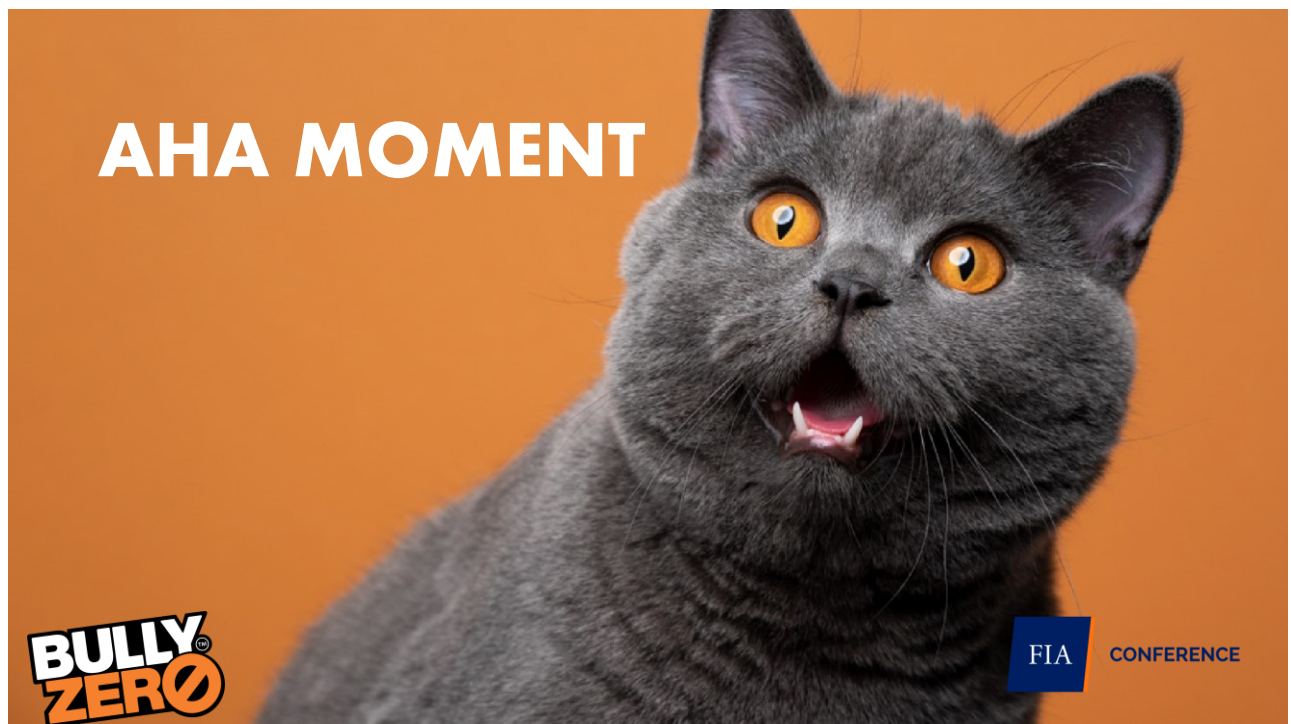
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OUR CORPORATE PARTNERSHIPS MODEL



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Finalisation & Review Management & Board approval



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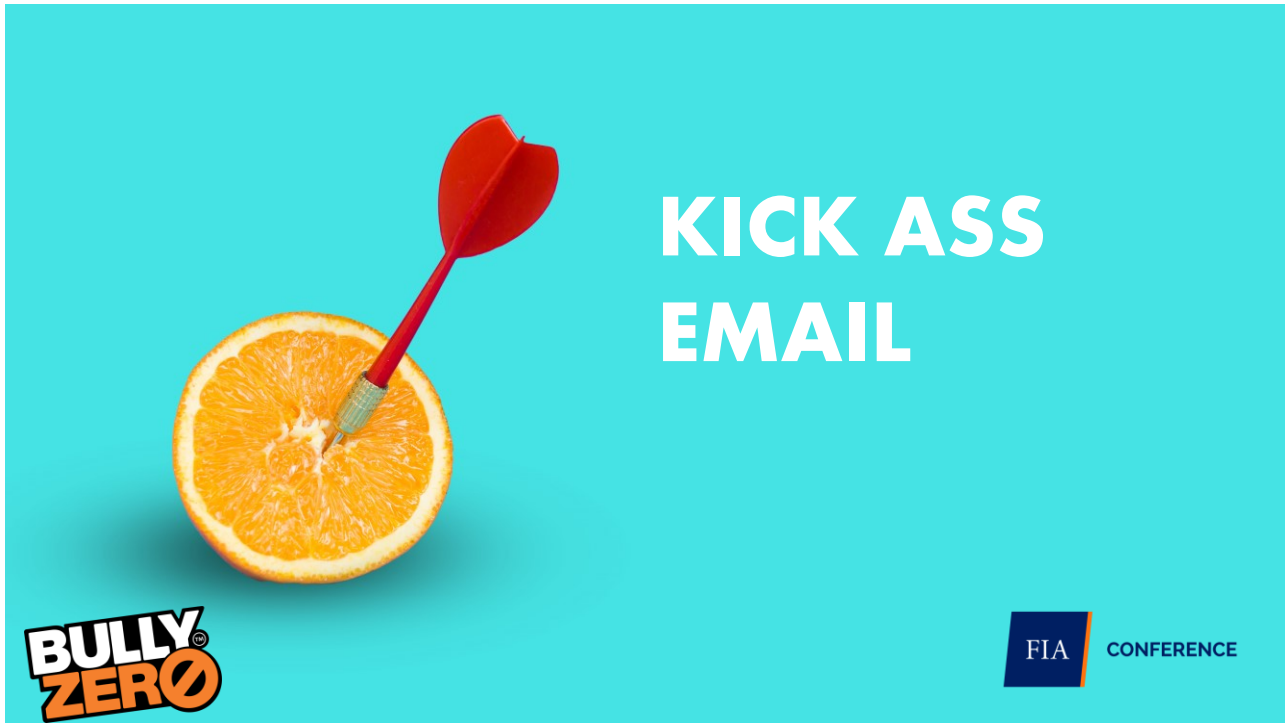
The approach

Finalise Hot Lists.
Craft compelling emails
to send to the right
person at the right time.



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7 STEPS: FREE INFO GRAPHIC

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RESULTS



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NORTON SUPPORTS BULLY ZERO

HELP US; HELP THEM TOWARD ZERO

1 SAINT-GOBAIN

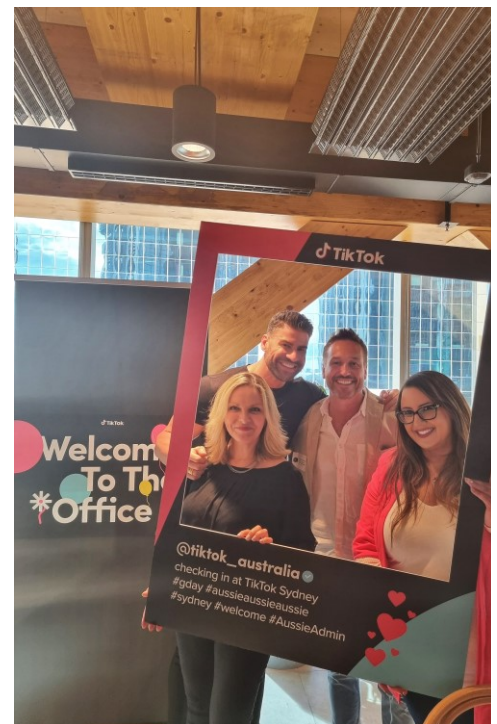
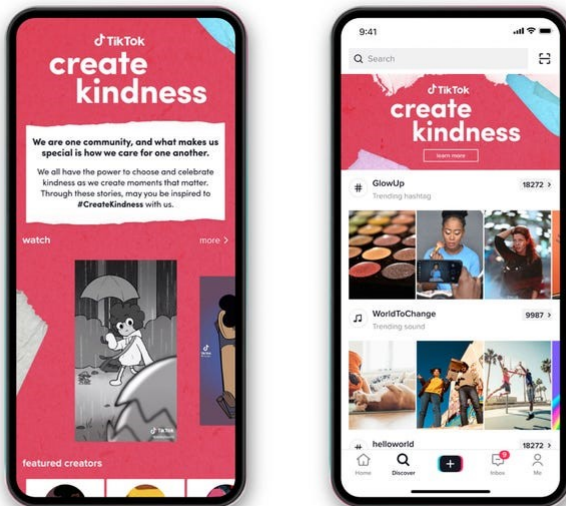
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2 JOBTRAINER AUSTRALIA

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4 TIKTOK

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Bullying and harassment

We believe in an inclusive community and individual expression without fear of abuse. We do not tolerate members of our community being shamed, bullied, or harassed. Abusive content or behavior can cause severe psychological distress and will be removed from our platform.

Abusive behavior

We remove expressions of abuse, including threats or degrading statements intended to mock, humiliate, embarrass, intimidate, or hurt an individual. This prohibition extends to the use of TikTok features. To enable expression about matters of public interest, critical comments of public figures may be allowed; however, serious abusive behavior against public figures is prohibited.

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#BetterMeBetterInternet

Safer Internet Day is an annual international initiative that promotes safer and more responsible use of online technology and mobile phones by children and young people across the world. In celebration of this year's Safer Internet Day, TikTok partnered with 29 NGOs in multiple locations and organized the "BetterMeBetterInternet" challenge.



1.6M videos created
82.2M video views

#TikTokTravel

DUE DILIGENCE

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TO SUM UP



CASH
\$1.6M



AWARENESS



DIGITAL

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- **Value yourself & get *yourself valued* (brand valuation & assets inventory)**
- **Educate your Board & get them *on board***
- **Understand 4 Purses**



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- **Determine your org readiness – Do the Q&A**
- **Set your Intention**
- **Pitch at right time, using right language**
- **Don't put proposal in without Brief**



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RESOURCES

- Readiness Q&A – [FREE](#)
- 4 Purses Infographic – [FREE](#)
- 7 Steps Infographic – FREE
- Set your Intention – [FREE](#)
- 7 Steps to success webinar 16 March
- [FREE](#)
- Brand Valuation [Workshop](#) April - \$125
- Prospecting [Workshop](#) April - \$125



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 Do more. Be more.



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Thank you

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Together, unlimited.

