

Building Profitable Partnerships

Welcome! Thank YOU for being here!



Fundraising
Engagement
Strategic Growth Planning
Leadership Coaching
Philanthropy Advisor

www.SarahJAndrews.com
sarah@sarahjandrews.com
603-493-5071

GOALS for this Session

* Judgment-free, safe space to learn and share

* Ideas for establishing and growing relationships

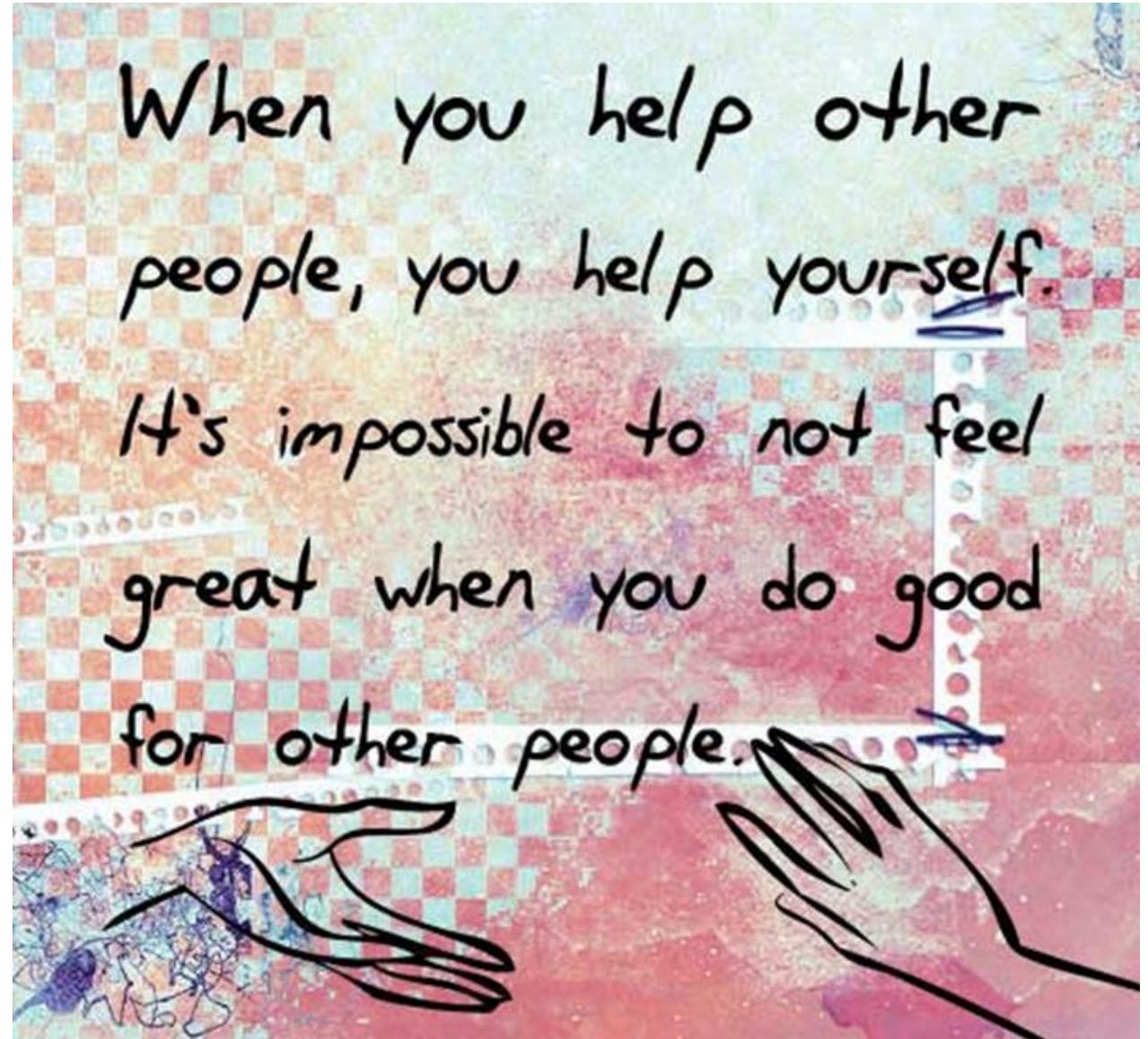
* Increased stewardship opportunities with donors, partners, sponsors

* Actionable steps for outreach and communicating

* Positive outlook on fundraising strategies

* Learn something that you want to share with your team

Why does
this matter?



People are seeking and feeling deeper connections. How can your organization tap into this?

Don't wait! Reach out to your community of volunteers, staff, donors, sponsors, followers... On a regular basis!

Pick up the phone, text, email → personal outreach.

Ask how they are doing, tell them how you are doing and give them the inside scoop on what's going on in your organization. Seems simple but how many make this a regular practice?

Your constituents care & want to know how you're doing, how they can help. Likewise, they feel cared about when you communicate with them.

Use the opportunity to talk about programs, virtual events, how you are continuing to have an impact on the community.

Tips for Building Partnerships

Create and strengthen the human connection to your organization

Provide a platform for learning about the community and giving back

Keep in touch with new contacts & former colleagues/connections

Keep a list of prospects and enter notes into your database

In person – be prepared, have a plan;
Virtual – keep it brief, follow up right away

Embrace getting out of your comfort zone

Take an interest in others and be an active listener

Engage on Linked In and other social media

Visit with associations, networking groups, volunteer

Seek out a mentor who can introduce you and guide you



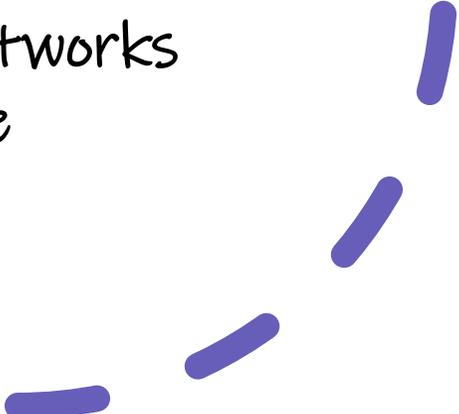
Corporate Partners – Who are they?

- **Businesses you do business with! Your vendors**
- **Board Member owned businesses and their vendors**
- **Big businesses: banks, hospitals, ins. companies, dealerships, 100+ employees**
- **Small local, well-connected, successful companies**
- **Retail Locations/Restaurants**
- **Solo/entrepreneurs**
- **Neighboring Businesses**
- **Mission aligned Companies**
- **Service Providers (in-kind)**
- **Civic and Community Leadership Groups**

Relationship Building Strategies for Nonprofits

- ✓ Connect with your donors on a personal level
 - ✓ Share impact & future planning
 - ✓ Collaborate, ask them for advice
- ✓ In person meetings/tours when possible or VIP session with CEO
 - ✓ In Person, Virtual or Hybrid Style Events
 - ✓ Send an impactful photo or interesting story/article
 - ✓ Newsletter or e-newsletter, quarterly communication
 - ✓ Social Media engagement
 - ✓ Send out a survey or a poll, get feedback and input
 - ✓ Invite them to join a committee or group

Working with your Board & Committees

- ✓ Partner with these awesome volunteers to extend your reach!
 - ✓ Meet with these individuals regularly
 - ✓ Involve them in goal setting & planning so they feel part of your efforts
 - ✓ Ask them for their help! Be clear and direct.
 - ✓ Support them with info, materials, and encouragement
 - ✓ Join forces when you can
 - ✓ Memory Jogger idea
 - ✓ Use committees as a pipeline for future board members
 - ✓ Tap into local Young Professionals networks
 - ✓ Plan ahead and share the big picture
 - ✓ Stay positive!
- 

Using Your Memory Jogger to Build Your Contact Manager

Immediate family members
Your family relatives
Your spouses relatives
Your other in-laws
Who's your doctor
Your parents' friends
Who are your friends
Went to school with
Who's Your dentist
Who watches your children
Who cuts your hair
Who your kids teachers
Who attends church
Your neighbors
Who sold you your car
Parents of teammates
Who you met at a party
Who delivers your mail
Works at the grocery store
Owns a small business

Who is your insurance agent
Who is your broker
Who does your taxes
Who is in the military
Who works on your car
Who repairs your house
Who cleans your carpet
Who delivers your paper
Who cuts your grass
Who sells you gas
Who waits your table
Parents of your kids friends
Who reads your meter
Pest control person
Who have you met on a plane
Who cuts your hair
Who sold you your home
Who is on your holiday card list
Who did you meet on vacation
Who are your customers / clients

Who is your insurance agent
Belongs to Chamber of Commerce
Who sells you clothes
Who you meet through friends
Who works at your bank
Your kids bus driver
Who photographs your family
Friends on social networking sites
Your college friends
Repairs your house
People you work with
People you meet in forums
You do volunteer work with
People at networking meetings
Who delivers your pizza
Who dry cleans your clothes
Worked with in previous jobs
Manages your apartment
Manages homeowner assoc.
Who works out at your gym

Engaging New
Supporters to Your
Organization
Ideas for Recruitment
& Mentoring

- **Volunteer Opportunities**
- **Committee Involvement**
- **Corporate Drives/Collections**
- **Event Participation**
- **Personal Fundraising**
- **Social Media**
- **Personal Outreach**
- **Networking**

Volunteer Opportunities





Communication Strategies

- **STEP 1**
- **OLD SCHOOL – pick up the phone!**
- **Email, share info**
- **Private message/text**
- **Repeat**

- **STEP 2**
- **Schedule a (Virtual) meeting**
- **Build Rapport**
- **Invite**

- **STEP 3**
- **Follow Up – Send a note!**
- **Continue to Engage**
- **Repeat**



Inviting VS Asking

- Have a Plan not a Pitch
- Tell a story
- Share Materials
- Find the “heart punch”
- Talk deliverables/marketing plan
- Invite to Participate
- MAYBE ask for an amount
- Listen, Respond, Thank
- Follow Up
- Build on each interaction

What's in it for me?

Marketing
Opportunities
Through Nonprofit
Partnerships

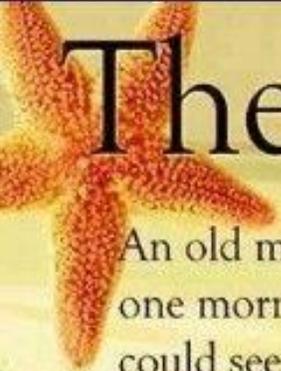
THINGS TO CONSIDER

- What are your channels?
- How many followers/attendees?
- Type of network?
- How do you communicate?
- Social media posts/followers?
- Media presence?
- Web presence?
- Referral or lead source?

ANY
QUESTIONS



How to Capitalize on
the WHY



The Starfish Story

An old man was walking on the beach one morning after a storm. In the distance, he could see someone moving like a dancer.

As he came closer, he saw that it was a young woman picking up starfish and gently throwing them into the ocean. “Young lady, why are you throwing starfish into the ocean?”

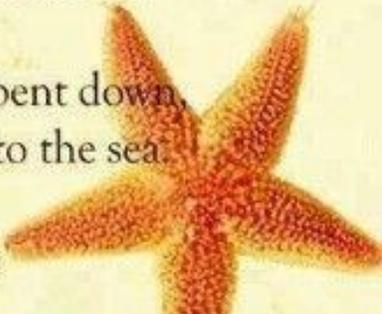
“The sun is up, and the tide is going out, and if I do not throw them in they will die,” she said.

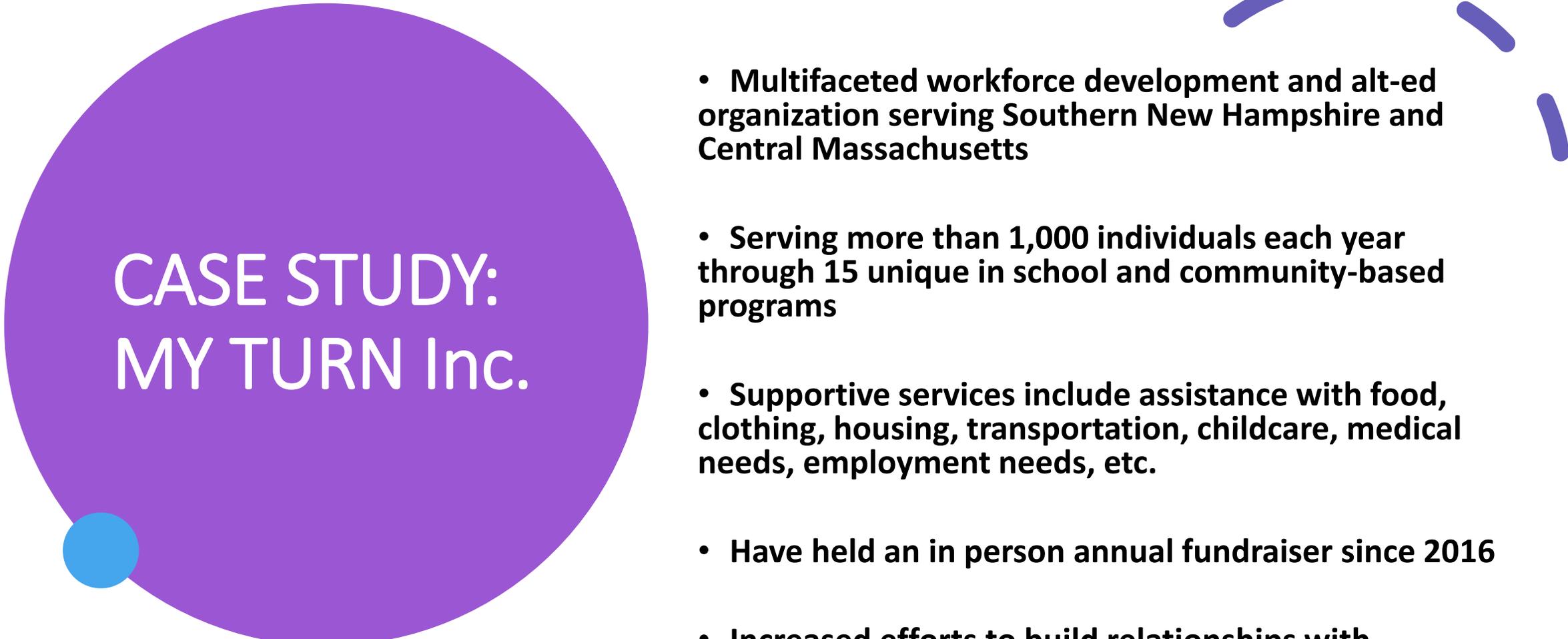
“But young lady, do you not realize that there are many miles of beach and thousands of starfish? You cannot possibly make a difference.”

The young woman listened politely, then bent down, picked up another starfish and threw it into the sea.

“It made a difference for that one.”

~Adapted from the original by Loren Eiseley





CASE STUDY: MY TURN Inc.

- **Multifaceted workforce development and alt-ed organization serving Southern New Hampshire and Central Massachusetts**
- **Serving more than 1,000 individuals each year through 15 unique in school and community-based programs**
- **Supportive services include assistance with food, clothing, housing, transportation, childcare, medical needs, employment needs, etc.**
- **Have held an in person annual fundraiser since 2016**
- **Increased efforts to build relationships with funders, sponsors, corporate partners**

	Operating Budget	Total Event \$	Sponsorship \$	Total Grants \$
FY2018	\$1,512,000	\$44,696	\$23,000	\$61,000
FY2019	\$1,490,000	\$55,750	\$30,000	\$65,250
FY2020	\$1,708,000	\$20,000	\$20,000	\$35,125
FY2021	\$1,808,000	\$20,000	\$20,000	\$105,000
FY2022	\$2,188,000	\$91,000	\$50,650	\$315,000
FY2023	\$3,800,000	\$110,000	\$75,000	\$1,250,000

CASE STUDY:
MY TURN



for Opportunity and Success



Sponsorship Opportunities

MY TURN's Bright Futures Event

Support Services • Education • Employment • Credentials

6th
annual

Thursday, May 12th • 5:30 – 9pm
Derryfield Country Club • Manchester, NH

Help Us to Empower Our Youth and Strengthen the Workforce

MY TURN provides a high level of support for a short period of time to effectively move young people out of poverty for good. Funds raised through the Bright Futures Event allow us to provide meaningful, timely support services to participants. These support services are what MY TURN participants report as being the most impactful and include assistance with things like housing, childcare, and transportation.

Young people exit MY TURN's programs ready and able to contribute positively in their workplaces, communities, and families.

Without your generosity the door might be closed to these young adults who lack the guidance and encouragement to envision a life of prosperity that they deserve.



MY TURN's Bright Futures Event Sponsorship Opportunities

Excellence Sponsor \$10,000

1 PRESENTING SPONSOR / INCLUDES (1) VIP TABLE, (1) ATTENDEE TABLE, AND (20) GUESTS

Funds tuition and living expenses for one young adult participating in the life changing Microelectronics Bootcamp Program.

Opportunity Sponsor \$5,000

UNLIMITED SPONSORSHIPS / INCLUDES (1) VIP TABLE, AND (10) GUESTS

Funds one youth participant in MY TURN's intensive high school-based program for one year.

Community Sponsor \$2,500

UNLIMITED SPONSORSHIPS / INCLUDES (1) ATTENDEE TABLE, AND (10) GUESTS

Provides a career launching 160 hour paid work-based learning experience for one young adult.

Partner Sponsor \$1,000

UNLIMITED SPONSORSHIPS / INCLUDES (4) GUESTS

Provides healthy snacks for one MY TURN program for an entire year.

Support Sponsor \$500

UNLIMITED SPONSORSHIPS / INCLUDES (2) GUESTS

Provides emergency housing assistance to a young adult facing homelessness.

MY TURN
INCORPORATED
for Opportunity and Success



EXCELLENCE
\$10,000

OPPORTUNITY
\$5,000

COMMUNITY
\$2,500

PARTNER
\$1,000

SUPPORT
\$500

THE NEED

Funds tuition and living expenses for one young adult participating in the life changing Microelectronics Bootcamp Program.

Funds one youth participant in MY TURN's intensive high school-based program for one year.

Provides a career launching 160 hour paid work-based learning experience for one young adult.

Provides healthy snacks for one MY TURN program for an entire year.

Provides emergency housing assistance to a young adult facing homelessness.

MY TURN's BRIGHT FUTURES EVENT Thursday, May 12th 2022, estimated attendees: 250

# Available	1	Unlimited	Unlimited	Unlimited	Unlimited
Table/Tickets	1 VIP table, 1 attendee table (20 guests)	1 VIP table (10 guests)	1 attendee table (10 guests)	(4 guests)	(2 guests)
Event Program Ad Space	Full Page Ad (Inside Front Cover)	Full Page Ad	Full Page Ad	Full Page Ad	Half-Page Ad
Logo on Auction Website	Yes	Yes	Yes	Yes	
Logo on Sponsor Screen & Table Sign	Yes Premier Placement	Yes	Yes		
MY TURN Logo Promotional Use	Yes	Yes	Yes		
Verbal Recognition	Premier Recognition as sole Event Sponsor	Yes	Yes		
Event Social Media	Yes	Yes			
Website Logo and Link	Yes	Yes			
Recognition on Event Promotions*	Logo	Name			
Event Speaking Opportunity	Yes				

Deadline for Sponsorship and Related Materials: April 28th

*Printed materials include Bright Futures event invitation (500+ circulation) onsite event program and onsite signage.

NAME: _____ EMAIL: _____

COMPANY: _____

STREET: _____ CITY: _____ STATE: _____ ZIP: _____

PLEASE RECORD MY SPONSORSHIP NAME FOR SIGNAGE AS: _____

GUEST NAME(S): _____ GUEST EMAIL: _____

GUEST NAME(S): _____ GUEST EMAIL: _____

- EXCELLENCE SPONSOR \$10,000
- OPPORTUNITY SPONSOR \$5,000
- COMMUNITY SPONSOR \$2,500
- PARTNER SPONSOR \$1,000
- SUPPORT SPONSOR \$500
- INDIVIDUAL TICKET \$30

- I am unable to attend, but wish to support a MY TURN participant with a donation of \$ _____

- I wish to remain anonymous.

MY TURN Incorporated is a 501(c)(3) nonprofit and therefore your contribution may qualify as a charitable deduction for federal income tax purposes. It is recommended that you consult with your tax advisors or the IRS to determine whether a contribution is deductible. We help youth develop the goals, skills, and confidence needed to transition successfully into post-secondary education or training and the world of work. For your records, MY TURN's tax ID is: 22-2565777.



To secure your sponsorship contact Allison Joseph at (603) 321-3416 or email ajoseph@my-turn.org



THANK YOU!!



A decorative graphic on the left side of the slide. It features a large, light purple arc that curves from the top left towards the bottom right. To the left of this arc is a purple thought bubble with three smaller circles leading to it from the bottom left.

Final Thoughts and Questions?

Wrap Up and Key Take Aways

Did we achieve our goals of
this session?

Andrews

COACHING & CONSULTING

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