



Get Grants



Virtual Corporate Fundraising Training Course – Session 1

Get Grants – Julia Worthington



@Get_Grants

Agenda

- **Session 1**
 - Game time!
 - What is corporate fundraising?
 - How does corporate fundraising fair in times of economic depression?
 - How can charities help companies and why this is important
 - Why is storytelling key to your corporate fundraising
 - Finding potential corporate supporters
 - Homework
- **Session 2**
 - Understanding the difference between Fundraising Need v Offer
 - Corporate fundraising methods to help you think about what is best suited to you
 - Creating the perfect pitch
 - How to prioritise donors
 - How to maximise your thanking processes



What is corporate fundraising?

1. Company donation
2. Employee/staff donation
3. Formal partnerships where you're the designated charity for a set period
4. Informal, one-off donations, that you didn't expect, didn't know the company and it's a lovely surprise
5. Informal, repetitive on-going donations from a company you know but you're not designated charity partner. No formal agreement. They don't want anything formal
6. Events fundraising
7. Employee fundraising
8. Cause-related marketing
9. Payroll giving
10. Matched giving
11. Sponsorship



Learning from the past

- **CAF and NCVO UK Giving Report, 2009**

“The total amount of charitable giving has declined during the recession, down by 11% from 2007/08. A combination of fewer people giving and smaller average donations has led to the decline”

- **CASS Business School The Charity Market Monitor, 2010**

“The public clearly continued to prioritise charitable giving. Individuals and companies continue to get involved in charitable activities, to donate resources in many different ways, but there was simply less money to go around”



Learning from the past

- **Charities Aid Foundation Charities in Recession Report, 1993**

“Whilst corporate giving tends to follow economic conditions more closely than giving by individuals or foundations, it does not necessarily drop dramatically, or suddenly, in a recession. In a 1993 study of charities following the 1990/91 recession, the Charities Aid Foundation found that, 35% reported they had less support from corporate donors, 45% had the same support and 8% increased support”



World of work in 2021 and beyond

- The human resources body, the CIPD, said 56% of 2,000 firms surveyed planned to hire in the first three months of 2021 – this is a positive sign
- Apparently we are all working 20% MORE at home
- Blended, flexible, hybrid working is here to stay
- What is keeping 6 CEO/HR Directors/Finance/Operations Directors awake at night?
 1. Positive wellbeing and fun – lowering stress levels
 2. Developing sense of belonging and loyalty to business
 3. Finding new business/new markets



How can charities help companies

- Fun/entertainment/a break from working
- External Public Relations
- Team building/an excuse to come together/communicate
- Wellbeing and positive mental health
- Learning and development
- *Any other suggestions?*
 - <https://birminghammind.org/training/mental-health-first-aid-courses/>
- *Why is it good to think about what companies get in return for supporting your charity?*
- *Does anyone have any examples of good partnership working over the pandemic when we've had to work from home?*



“They are not your donors.
They do not belong to you.
You are just one of their
charities”.

Bluefrog Consultancy



Storytelling in fundraising

- What do you think the listener wants to know about your charity?
- Do you have anecdotes, one-liners that you can use to speak passionately about the impact of your organisation?
- Where are you finding these stories? What do you need to change in your working life to ensure you capture this information because it is key successful fundraising?



– *Does anyone have any experiences of when stories have worked well?*

Why should we tell people
stories?

Because they are human.



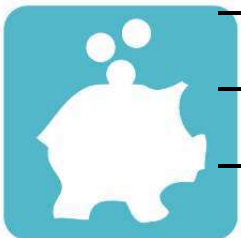
Are you using LinkedIn?

- Where the business world operates – especially marketing, PR, HR. Professional networking where the purpose is to connect and meet relevant people for your organisation
- Excellent opportunity for your charity as well as yourself
- Great for benchmarking and reviewing other charities activities and ideas
 - Review what they are promoting, timescales, costs, who is responding to posts, what traction do they get
- Simple way of finding the names of people within companies, and then you can make a direct approach/build up a conversation



Contacting companies on your list

- Prep what you are going to say to build confidence, especially that first, opening line. Which will likely be:
 - *Please can I speak with Karen in the Comms Team. This is XXX from XXX Charity,*
- Remember, you are not pitching your charity. Reception will want rid of you ASAP!
- Then you get put through to Karen:
 - *“Hello, I am XXX from the charity XXX and I saw on your website that you’ve been doing brilliant work with the Sports Sanctuary. I was keen to know how you choose your charity each year? Is this a good time to speak?”*
- This is about finding out about the process, not pitching
 - Are there deadlines? Do staff nominate as stage one of the process?
 - Do they have a theme that they support? As in cancer or homelessness
 - Are there any specific requirements or expectations in the partnership?
 - What kind of fundraising activities have they completed in the past?
 - How much money have they raised for Sports Sanctuary?



New Business Pipeline Tool

Company name	Recent activity date	Next action
Banana Distributors	25.05.20	Sent pitch – awaiting next steps
Apple Mania	01.06.20	Sent pitch – official partner
Tea India	14.04.20	No response. Chase 14.06.20
Bagels Are Us	28.05.19	Telephone HR Manager - 10.07.19
Bristol China	30.12.19	No response at all. Chase in 6 months
Dog Kisses Plc	25.05.20	Sent initial email. Call back 05.06.20

Green = warm, company is interested, we have officially made a pitch and waiting to hear if successful

Amber = have had initial conversation but not yet confirmed if we are suitable partners

Red = No contact or received confirmation not suitable partners



Reflections on finding supporters

- How am I going to manage this element of the corporate fundraising activity? Tools, ideas, concepts?
- How much time per week could I spend on researching new business opportunities?
- What is the one thing I could do to get better at researching new donors?

