Making the most of your corporate partnerships

November 2016
14.00-14.15: Introduction

14:15 – 15:00: Refreshing long-term corporate partnerships
Two charities present a case study: Haven House Hospice and Age UK

15.00 – 15.30: Tea/coffee and networking

15.30 – 17.00: How to increase income by developing the valuable partnerships
Drawing on examples of charities that have kept companies inspired and engaged, corporate fundraising trainer Rob Woods will reveal powerful strategies

17.15: Close, post-event pub
The Resting Hare, Upper Woburn Place
Refreshing long-term corporate partnerships

IOF Corporate Fundraising SIG Committee
15 November 2016

Kate Rosenthal – Corporate Partnerships Manager, Haven House

Louis White – Director, Corporate Banking Client Service, Barclays
Haven House
Children’s Hospice

- Supports life-limited and life-threatened children and their families across North and East London, West Essex and East Hertfordshire

- Opened its five-bed hospice in 2003, based in Woodford Green; since supported over 650 families

- Support children and families through in-hospice care, holistic therapies including music therapy, physiotherapy and therapeutic yoga, end-of-life care and bereavement services

havenhouse.org.uk
Barclays London Service Centre

• Who are Barclays LSC?
• Adopted Haven House as Charity partner in 2012
• Partnership started small – we planned a year’s programme of activity with fundraising and volunteering at the heart of it

• Activities have grown each year and include
  • Quiz nights (two corporate quiz nights a year)
  • Challenge events
  • Office fundraising events each month (where possible)
  • Regular visits to the hospice
  • Regular volunteering opportunities
  • Support at other HH events (not just ‘corporate-specific’)

havenhouse.org.uk
Thank you @Barclays for your fantastic hard work, the garden looks beautiful this morning 🌿

pic.twitter.com/cmhTv606f
Achievements and Challenges

Achievements

- To date the partnership has raised over £91,000
- Haven House confirmed as the partner for 2017 based on staff vote
- Staff are engaged and keen to support
- High levels of volunteers from Barclays
- We have key individuals within Barclays that drive the fundraising and commitment

Challenges

- Maintaining momentum and not ‘over asking’
- We had a tricky year with an office relocation and redundancies, impact on partnership
- The partnership needs key champions to drive activity within Barclays
- Creating new ideas and opportunities for staff
Key learnings on long term partnerships

• Understand the business (or dept) and its objectives
• Find an internal brand ambassador – they are your ‘major donor’, treat them as such
• Identify and utilise what employees enjoy (must be fun)
• Create competition (“we can beat that”)
• Celebrate and recognise success (PR, Pay for a Day)
• Engage in charity activities (events and volunteering) – look to your whole year to avoid clashes or fundraising overload
• Share knowledge and connections across your wider team
Any questions?

Mmmmmm

Your turn to interrogate us...

havenhouse.org.uk
Keeping the spark in a 13 year partnership

Age UK and the innocent Big Knit
Daniel Stewart
Corporate & Community Fundraising Manager
Age UK

Kirsten Currie
Corporate & Community Fundraiser
Age UK
Age UK
is working for a world
where everyone can
love later life
In the beginning…

A big challenge

An army of knitters
How it works
5 million hats knitted
£1.9 million raised
132,000 Calls answer to our advice line
132,000 Hot meals
66,000 Winter warmth packs
2016: The Biggest Big Knit Ever
Making the most of your corporate partnerships

November 2016
How to keep and grow valuable partnerships

Rob Woods
Bright Spot Fundraising; @woods_rob
Where do these strategies come from?
Interview with Sara Rees, Breast Cancer Care

- QVC
- ASDA
- Dorothy Perkins
- BHS
Key topics I will cover:

• Three keys to growing partnerships

• (A method for deciding which partnerships to grow)
Decide what you want!!

(Even if it seems unreasonable)
THINKING, FAST AND SLOW

DANIEL KAHNEMAN

WINNER OF THE NOBEL PRIZE IN ECONOMICS
Figure 1. Pounds paid per litre of milk consumed as a function of week and image type.
Transactional vs Relationship marketing

Transaction
One off exchanges
Profitability
Short term focus

Relationship
Ongoing exchange
Life-time value
Long term focus
The ladder of relationship

- Repeatedly ask yourself, ‘what can we do today that helps move the relationship up?’
Ladder of relationship

- **Partner** – Give and take, honesty, strong trust
- **Advocate** – they actively recommend you
- **Supporter** – they like your organisation, but only supports your interests passively
- **Client** – they’ve done business with you more than once, but are neutral or negative
- **Customer** – they’ve done business with you once
- **Prospect** – someone you believe may be persuaded to do business with you
‘Weeds grow automatically. So if it’s not growing, its dying. There is no middle ground.’

Anthony Robbins
Repeatedly ask yourself:

‘What could we do today to move (this) valuable relationship up?’
1) Understand and meet and (business) needs

Breast Cancer Care and BHS
‘If you really want to influence someone, first seek to understand and appreciate their world’

The Fundraiser Who Wanted More
1) Understand and meet (business) needs

For Breast Cancer Care and BHS this led to:

- Re-designing fundraising materials
- Post surgery lingerie range
- Thank you film
Thank you film for BHS
Our biggest enemy

The Curse of Knowledge
‘If I’d asked them what they wanted they’d have asked for a faster horse.’

Henry Ford
Brené Brown:

The power of vulnerability

TEDxHouston · 20:19 · Filmed Jun 2010
Subtitles available in 50 languages

View interactive transcript

19,181,679 Total views

Share this talk and track your influence!
NSPCC and Wyevale Garden Centres
‘We’re finishing this!’
What is the story of this relationship?

1) Play therapy is critical for children who have been abused
What is the story of this relationship?

1) Play therapy is critical for children who have been abused

2) Being outside is good for children (*Gardens for Good* key message)
Relentless focus on only this story

1) Play therapy is critical for children who have been abused

2) Being outside is good for children (Gardens for Good key message)
Carol concert opportunity
Children’s centre garden make-over
Children’s centre
garden make-over

Before:

After:
2) Build strong relationships

A) Deeper relationships
Meet more often!
B) Broader - Multi levels
Prize Draw

- The Fundraiser Who Wanted More
- Pitch to Win
- Fundraiser's Edge
3) Make them feel special
How could you create magic moments?

• Google alerts
• Birthday in electronic calendar
• Stories
‘People don’t buy products and services, they buy feelings and identities’

Anthony Robbins
The 6 human needs
(From Anthony Robbins’ Human Needs psychology)

1. **Certainty** (control, reassurance etc)
2. Variety
3. **Significance** (special, unique, important)
4. Love and connection
5. **Growth** (progress, forward movement)
6. **Contribution** (to something other than your interests)
For example

- Carwash
- Hospice
- Children’s hospital
- Hospice at home care
If your summary talks mostly about what your charity does...

Eg ‘we provide support for teenagers with cancer before, during and after their treatment

Consider adding to your summary the most common feeling your beneficiaries get thanks to your charity

Eg ‘we provide relief to teenagers with cancer, before, during and after their treatment’
Stay top of mind – newsletter etc?
4) Stay top of mind

Combined *variety* with consistency (*certainty*)
1) Understand and meet (business) needs
2) Build relationships (deeper and broader)
3) Make them feel special
4) Stay top of mind

‘How could systemising make any of these things easier?’
Letting go of unprofitable partnerships?

Focus is power

• Eg Plan UK’s growth
“Focusing is about saying No.”

“People think focus means saying yes to the thing you’ve got to focus on. But that’s not what it means at all. It means saying no to the hundred other good ideas that there are. You have to pick carefully.”

“Deciding what not to do is as important as deciding what to do.”
Decide on your Dream 10 Partners (Focus is power)
How to decide which to let go of?
Think really carefully if:

- It is not raising much in return for your effort.
- Their target market (or employees) are different from the kind of person who responds to your brand.
Step 1 – Who?

Describe the avatar of typical supporter / person moved by your work
Step 2 – interested companies

Which companies want to market to the person you just described?
Step 3 – Your charities’ problems

What are your charities biggest headaches?

What are the major barriers to achieving more for their beneficiaries?

(Which are very costly?)
Step 4 – **Useful companies**

Which companies are in a position to help solve any of the issues you just described?
Pauline’s £17 million secret
What is it about stories that helps the influencer?
(ie, why do stories help?)
For best story results:

• Who
• Problem
• Action
• Result
What do people usually say (and write?)
TIRED OF BEING TIRED?

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www.floradix.co.uk
www.naturalmedicine.ie
Why is explaining the need first fundamental to raising more money?
The Fourth Law
– The law of contrast

‘The most certain way to help someone want to give is to evoke a problem they care about and then help them believe your charity is able to solve it’
The Magic Formula

A) The essence of the problem?
B) Not obvious about the problem?
C) Story or example helps us understand the problem?

A) Story that shows your solution works?
B) Measured Contrast?
C) Authority; Social Proof
D) Briefly explain our solution. Special sauce?
Structure of persuasive (YES!) conversation

- Set your intention
- Build rapport
- Be brief
- Understand *them*
- Match. (Talk about what interests *them*)
- Confirm
- Ask for next step eg invite to next meeting etc...
The Ebbinghaus Effect
Some common problems

• Existing partners - time consuming but little reward

• No progress getting meetings

• Potential partners are unconvinced
'Using the strategies I learned on the Corporate Mastery Programme, during a two month period we had secured the chance to pitch 5 times, and we won all 5 partnerships.'

Claire Ellis-Waghorn, Demelza Hospice Care
Corporate Partnerships
Mastery Programme

• 4 training days
• 3 coaching calls
• Shared learning site
• Books, CDs, DVD

My guarantee
‘If you’re not delighted by the end of Day 1, I’ll give you your money back and a gift of £500’
Coaching call

To apply for a free 30 minute phone coaching session *(normal price - £95)* to solve your corporate fundraising challenge, fill in the form today.

I will accept the first 8 applications today.
Prize Draw

The Fundraiser who Wanted More

The laws of persuasion that transform your results

Rob Woods

Foreword by Ken Burnett

Pitch to Win

40 powerful tips to help you win more corporate partnerships for your charity

Rob Woods
The Fundraising Tycoon
Good luck growing your partnerships

Stay in touch:
@woods_rob; www.brightspotfundraising.co.uk