

Our Success Roadmap: 3 Stops

Step 3: Building a Successful
Corporate/Nonprofit
Partnership



The Power of Cross-Sector Partnerships

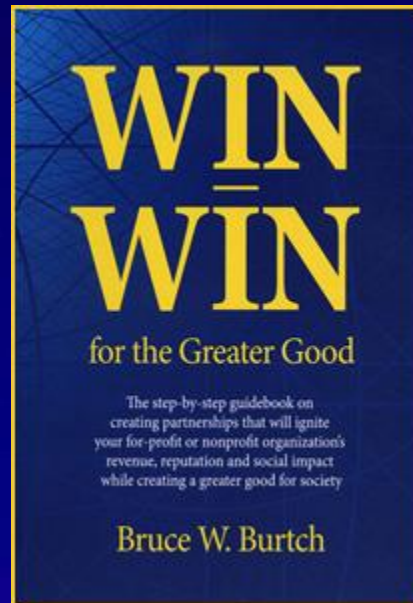
Mark L. Madrid

President and CEO, Greater Austin Hispanic Chamber of Commerce

Master of Nonprofit Administration, University of Notre Dame Mendoza College of Business



Presentation Source



Bruce Burtch

<http://www.bruceburtch.com>



Your Stakeholders



Firms of Endearment

“When companies strive to make the world a better place, they have generally rewarded their shareholders to an astonishing degree.”



What is Cause Marketing?

Cause marketing is a partnership between two or more nonprofit and for-profit organizations whereby each party receives benefit toward their individual marketing objectives, while striving through their combined resources to create a greater good



Marketing Partnership

Going into the partnership, both sides should come together as equals.



Two or More

In most cases, a cause marketing partnership is between two partners, though not always.



Individual Marketing Objectives

All sides may be approaching this partnership with very different marketing objectives.



What is Cause Marketing?

- The nonprofit organization seeks funding, enhanced public awareness, services, technical expertise, expansion of their program delivery and new ideas.



What is Cause Marketing?

- The nonprofit organization seeks funding, enhanced public awareness, services, technical expertise, expansion of their program delivery and new ideas.
- The for-profit organization seeks increased brand recognition, enhanced public relations value, increased employee morale, greater sales generation and expanded market share.



Combined Resources

The successful execution of your cause-marketing strategy and resulting campaign creates a whole far greater than its individual parts.



Dawn Saves Wildlife



Did You Know?

92% of the public have a more positive image of a company that supports a cause they care about

Cone, Inc.

<http://www.conecomm.com/>



Did You Know?

92% of the public have a more positive image of a company that supports a cause they care about

85% of the general public and **92%** of Moms want to **buy a product** that supports a cause

Cone, Inc.



Did You Know?

- **92%** of the public have a more positive image of a company that supports a cause they care about **85%** of the general public and
- **92%** of Moms want to buy a product that supports a cause
- **87%** of the general public and **93%** of Moms are likely to switch from one product or service to another (price and quality being equal) if the other product or service is associated with a good cause.



Did You Know?

87% of employees in companies doing cause marketing feel a strong sense of loyalty to them



Did You Know?

According to Fast Company, “ Brands that engage people emotionally command prices as much as 20 to 200 percent higher than competitors’ and sell in far higher volumes.”



Assessment Analysis Plan

- Sets the stage
- Makes sure everything is in place
- Makes sure everyone is on-board
- Confidence to attract partnerships



Alignment



Campbell's and Susan G. Komen



Campbell's and Susan G. Komen

- Soup sales at the 2,500 participating Kroger stores doubled for the month of the campaign



Campbell's and Susan G. Komen

- Soup sales at the 2,500 participating Kroger stores doubled for the month of the campaign,
- Campbell's donated \$250,000 to the Susan G. Komen Foundation



Campbell's and Susan G. Komen

- Soup sales at the 2,500 participating Kroger stores doubled for the month of the campaign
- Campbell's donated \$250,000 to the Susan G. Komen Foundation
- **Over 7 million cans of soup sold**



Next Year's Results

14 million cans of
soup!



What do I want in a partner?



What do I want in a partner?

- Provides the best brand alignment



What do I want in a partner?

- Provides the best brand alignment
- Provides the most opportunities



What do I want in a partner?

- Provides the best brand alignment
- Provides the most opportunities
- Provides best long-term potential



What do I want in a partner?

- Provides the best brand alignment
- Provides the most opportunities
- Provides best long-term potential
- Provides the best chemistry



Where do I find the best partner?



Where do I find the best partner?

- Research for like missions and demographics



Where do I find the best partner?

- Research for like missions and demographics
- Internet, local/business media, annual reports



Where do I find the best partner?

- Research for like missions and demographics
- Internet, local/business media, annual reports
- Ask your Board, staff, volunteers, partners



Where do I find the best partner?

- Research for like missions and demographics
- Internet, local/business media, annual reports
- Ask your Board, staff, volunteers, partners
- Explain what you need, what you're looking for



Where do I find the best partner?

- Research for like missions and demographics
- Internet, local/business media, annual reports
- Ask your Board, staff, volunteers, partners
- Explain what you need, what you're looking for
- Match up your assessment with ideal candidate



Where do I find the best partner?

- Research for like missions and demographics
- Internet, local/business media, annual reports
- Ask your Board, staff, volunteers, partners
- Explain what you need, what you're looking for
- Match up your assessment with ideal candidate
- Find the best connection person



Partnership Guideline

- What you bring to the table



Partnership Guideline

- What you bring to the table
- What you're hoping to achieve in a partnership



Partnership Guideline

- What you bring to the table
- What you're hoping to achieve in a partnership
- Your research about the mission, partnership history and objectives of your potential partner



Partnership Guideline

- What you bring to the table
- What you're hoping to achieve in a partnership
- Your research about the mission, partnership history and objectives of your potential partner
- Creative ideas



Partnership Guideline

- What you bring to the table
- What you're hoping to achieve in a partnership
- Your research about the mission, partnership history and objectives of your potential partner
- Creative ideas
- High enthusiasm to work together



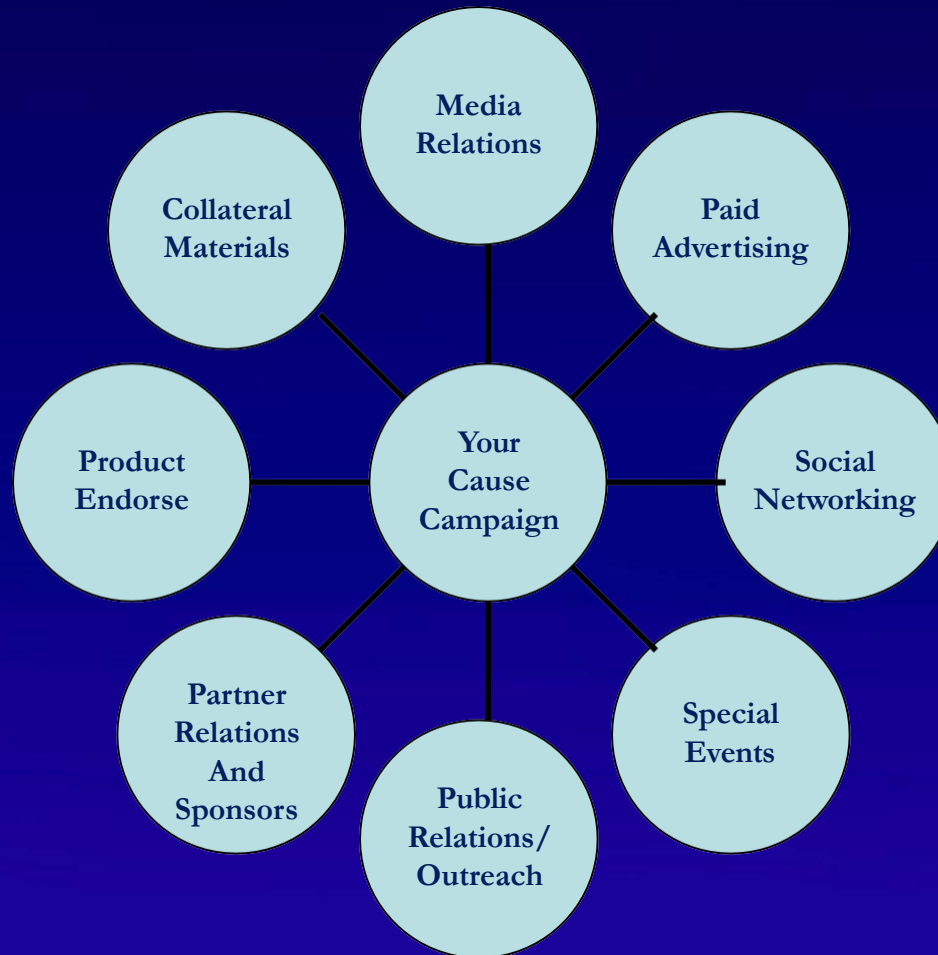
Strategy



Marketing Plan



Marketing Plan



Transparency



Photograph by Bill Curtsinger

 NATIONAL
GEOGRAPHIC

© 2007 National Geographic Society. All rights reserved.



Transparency

2008 Cone study found that:

- 91 percent of Americans believe companies should tell them how they are supporting causes, but many do not feel they are getting sufficient information.



Transparency

2008 Cone study found that:

- 91 percent of Americans believe companies should tell them how they are supporting causes, but many do not feel they are getting sufficient information.
- Only 58 percent of Americans believe companies are providing enough details about their cause efforts.



Questions to Ask

- Is the plan working
- What reactions, positive or negative, are we getting to our messaging
- Are we making course corrections as this new data comes in?
- Are we staying on budget?
- How is our partner relationship progressing?



ROCFI

Return on Cause Marketing Investment



ROCFI

- Media impressions from publicity
- Advertising value of PR and PSA's
- Increase in sales
- Increased services delivered
- Increase in visits to our company website



ROCFI

- Increased brand awareness
- Change in the behavior that was targeted
- Increase in employee volunteers hours participating in campaign
- Number of people at events
- Number of people trained



One of Three Places

- Your campaign was a blow-out success, congratulations. Start planning for next year.



One of Three Places

- Your campaign was a blow-out success, congratulations. Start planning for next year.
- You did not meet your expectations but the partnership sees potential in moving forward



One of Three Places

- Your campaign was a blow-out success, congratulations. Start planning for next year.
- You did not meet your expectations but the partnership sees potential in moving forward
- You decided for whatever reasons to call it quits after this one campaign



Shock and Awe

- Grab the public's attention



Press Conference Invitation



Corporate Bundling



3 Hours=3 Key Takeaways



Hour 1:
Your
Organizational
Value
Proposition



Hour 2:
2 CURRENT
sources that you
can reference in
2016 & beyond



Hour 3:
Implement a
recurring
reminder to step
back and be
strategic





Parting **Words**

Refuel consistently and constantly
through leveraging strategic
partnerships!



Questions? More Information?



Mark L. Madrid

mmadrid@gahcc.org

Integrity.35@hotmail.com

