



Soroptimist is a global volunteer organization that provides women and girls with access to the education and training they need to achieve economic empowerment.

SOROPTIMIST INTERNATIONAL OF THE AMERICAS, INC.®

Dream Big Campaign Corporate Support Information

Seeking Corporate Support

While corporate philanthropy and sponsorship has undergone many iterations over the years, one thing has remained constant – corporations support programs, events, or organizations that will help them achieve their goals.

Corporate sponsorship is tied to a company's marketing goals. What might have started first as the CEO's personal interests and then grew into a desire for short term wins (increased sales), corporate sponsorship has evolved into businesses looking for ways to improve their relationship with their target market, while partnering with organizations that align with their values. Businesses want to improve their brand's relationship with their target market and improve the relationship their target markets have with their brand.

Corporate philanthropy goals are aligned with their desire to be socially responsible companies, making a difference in the community and world through their product and/or service. Many companies have priority areas aligned with their CSR (Corporate Social Responsibility) goals.

Cold calling corporations without doing the necessary research to know if there is a possible fit, can be time consuming and frustrating. The information below will help you to gauge whether a business or corporation would be a good fit. Of course, a personal contact or previous business relationships are helpful. We recommend, when you are ready, to connect with a representative for the company's foundation and/or CSR team (when seeking philanthropic support), or someone on the marketing team (when seeking a sponsorship).

Because of the work that it takes to close an agreement with a corporate partner, we are asking for a minimum donation of \$25,000.

One Size Does Not Fit All – Ever

There is no one presentation or prospectus that will sell Soroptimist/Dream Big to a business or corporate partner. Just as when we are speaking with individuals, we have to appeal to what they are most interested in, the same is true for a corporate partner. Proposals also have to be tailored to what we understand their needs and goals to be in a potential partnership.

We have created a deck that can be used to gauge initial interest in supporting the Dream Big Campaign. To be successful, the case will need to be built with the needs and wants of the particular company in mind. The prospectus for any particular donor should be built after previous calls and conversations so we know there is interest and we know and understand their wants, needs and goals.

Researching a Corporation

Figuring out where to make a pitch is important. For every potential corporate donor, you need to know about their brand, objectives, priorities and target markets. Create a dossier that includes the answers to the following:

1. Name of the business
2. Contact name and title
3. Contact Information
4. What is this business trying to sell?
5. Who is their target market? (Be as detailed as possible)
6. With whom are they trying to nurture a relationship?
7. Who are they trying to influence?
8. What are their Corporate Social Responsibility goals?
9. Who makes up the audience that drives their revenue?
10. How can Soroptimist help them to elevate their brand to their target market?
11. Would Soroptimist members or our stakeholders be part of their audience?
12. How can a relationship with Dream Big/Soroptimist enhance their customer's emotional connection to the brand?
13. How will their relationship with Dream Big/Soroptimist demonstrate that their business cares about what their target market cares about?
14. How will a relationship with Dream Big/Soroptimist demonstrate what the brand stands for?

In addition to considerations about whether we are a good fit for the corporation, we also have to consider that they are a good fit for us. We do not want to be associated with a brand that has an unfavorable reputation or conflicts with our core values.

What We Have to Offer

Our Reach. Our experience with corporate partners has revealed that because of our dispersed membership – 27,000 members across 20 different countries and territories, it is difficult to close a deal based on increased customers or sales for a brand. At a national or local corporation, it is worth including this information if you feel it could support your case. If you do use, reach, make sure not to undersell what you have to offer. Because you will most often be approaching national corporations, it is important for you

to create some information about your “reach” – the members, women, girls, supporters, etc. in your network.

Consider:

- How many members you have.
- The demographic and psychographic description of your members.
- The number of women and girls you serve and ripple effect of your community service work.
- How your reach is extended by your supporters, social media followers and others with whom you interact.

Selling on reach means measuring the success of the partnership on an increased customer base, market share or sales.

Our Values. For most corporate partners, we will need to appeal to a match in values with their corporate social responsibility goals, or their target market. This prospective focuses on the needs, wants and passions of the target market of the sponsor. We can appeal to their desire to demonstrate how they share priorities and values with their target market. The values we have to offer:

- Invest in education.
- Support economic empowerment.
- Focus on women and girls.
- Make dreams come true.
- Believe individuals can make a difference in building a better world.
- Demonstrate the power of volunteerism.

By supporting Soroptimist, they can demonstrate to their market they share the same values which will help them to deepen engagement and loyalty with their customers. Our brand and their support of it is a tool through which they can strengthen their connection with their customers. Customers can feel good about supporting their brand. More now than ever, people want the brands they support to stand for something.

Selling on values means measuring the benefit of partnering with Soroptimist by measuring the deepening level of advocacy, engagement and loyalty the target markets have.

Steps for Success

Step 1: Make a list of all corporations you think you would like to approach.

Step 2: Make a list of connections you or others you know have that might help you make an initial approach. Speak with those contacts about how they can help open up the first conversation.

Step 3: Create a dossier for each possible corporation answering the questions listed above.

Step 4: Using the information created in the first three steps, prioritize those contacts where there is a good overlap of values and needs and where you have a connection.

Step 5: Call your contact and have a conversation about Soroptimist, Dream Big and your desire to bring the company on as a partner. The goal of this conversation is to schedule a 30-minute meeting to introduce them to Soroptimist. The meeting should be no more than 10 minutes of presentation and 15 minutes of discussion about the needs of your potential partner.

Step 6: Brainstorm preliminary ideas for creative activation of the partnership. Note: When selling activation opportunities for a partnership, logos and logo placement are the least interesting things to offer a corporation. When the time comes to move from conversation to pitch, we will need a team approach to creating a list of creative opportunities.

Step 7: Customize the PPT to match the needs, wants and preferences of the potential partner.

Step 8: Present the deck at the meeting. The call to action is to receive permission to submit a customized prospectus. You will need not only permission but also a conversation exploring what the sponsor would want to get out of the partnership. This is your opportunity to gather as much possible information to create a winning prospectus – a prospectus that will not only get a positive reaction from your contact but will get a yes from all internal stakeholders that have to agree.

Step 9: Send a thank you to your contact and let them know to expect a prospectus by a certain date.

Step 10: Update the dossier to include all the information you gathered in your conversation.

Step 11: Share the updated dossier with SIAHQ fund development staff to partner on creating a fully customized prospectus.

Step 12: Submit the prospectus to your contact and follow up with a telephone call.

Please note that getting to a yes can often take months and multiple conversations. The fund development team at SIAHQ is available to help you advance the conversations you are having.