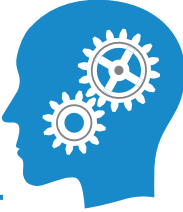


WHAT CORPORATE DECISION MAKERS LOOK FOR IN A NONPROFIT PARTNERSHIP

In April 2015, For Momentum asked corporate decision makers about what they look for in a nonprofit partner. Brands including CVS Health, Disney, Whirlpool and Taco Bell participated, and high-level findings included:

92% stated that
Brand Alignment
is the **Most Important Factor**
when selecting a partner



TOP ACTIVATION PRIORITIES:

- 1** Data showing that partnership made a difference
- 2** Stories that show impact
- 3** Employee engagement
- 4** Increased brand awareness
- 5** Media results

Most Important Measure of Success:
Opportunity to **positively impact** the nonprofit's mission
(76 percent)



NEARLY HALF have

MULTIPLE PHILANTHROPIC AREAS OF INTEREST

and work with **SEVERAL NONPROFITS** related to these issues



(ex: hunger, education, etc.)

KEY DEPARTMENTS

involved in

SELECTING PARTNERSHIPS:



SENIOR LEADERSHIP



COMMUNITY RELATIONS



MARKETING



PUBLIC RELATIONS

56%

**Select cause partners
throughout the year**

Opportunity outweighs timing



Only 1/3 of brands handle local giving opportunities

from the national office

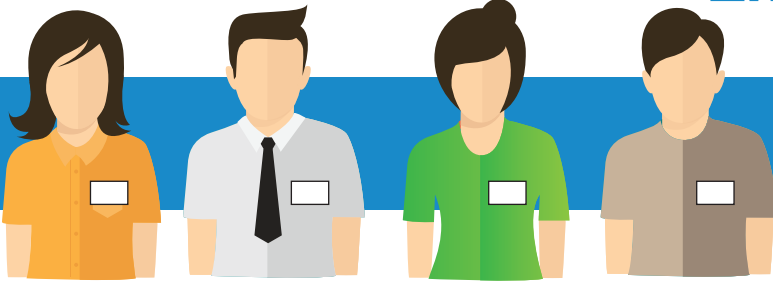
Most local giving is handled by local markets



**Employees are a
Priority Audience**

MORE THAN 75%
consider how to engage employees

when selecting a nonprofit partner



73% stated that **Partnership Implementation** takes **3 - 12 Months**



MOST COMMON MISTAKE:



**NOT DOING YOUR HOMEWORK
OR UNDERSTANDING
THE COMPANY'S POINT OF VIEW**

