

Key Insights from the 2015 For Momentum Corporate Partner Survey

New Corporate Partner Data

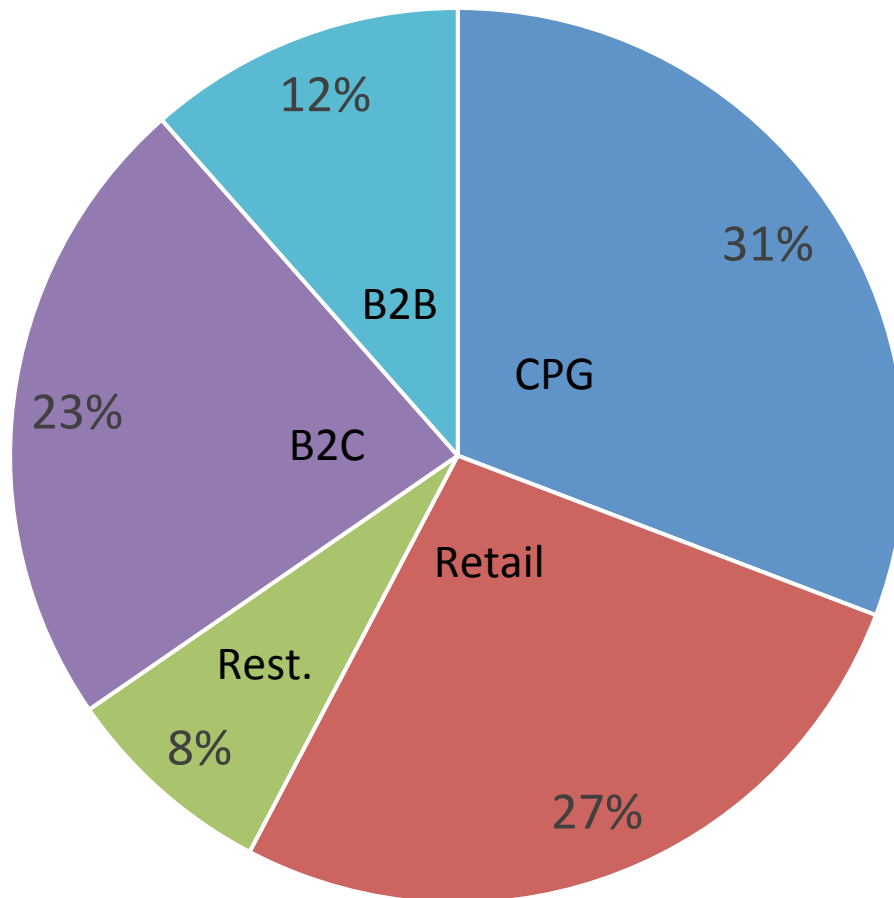
- Surveyed individuals who manage nonprofit partnerships
- Questions included
 - Local and national giving strategies
 - Partnership expectations
 - Target audiences
 - How and when they select partners
 - Common mistakes



Brands Represented



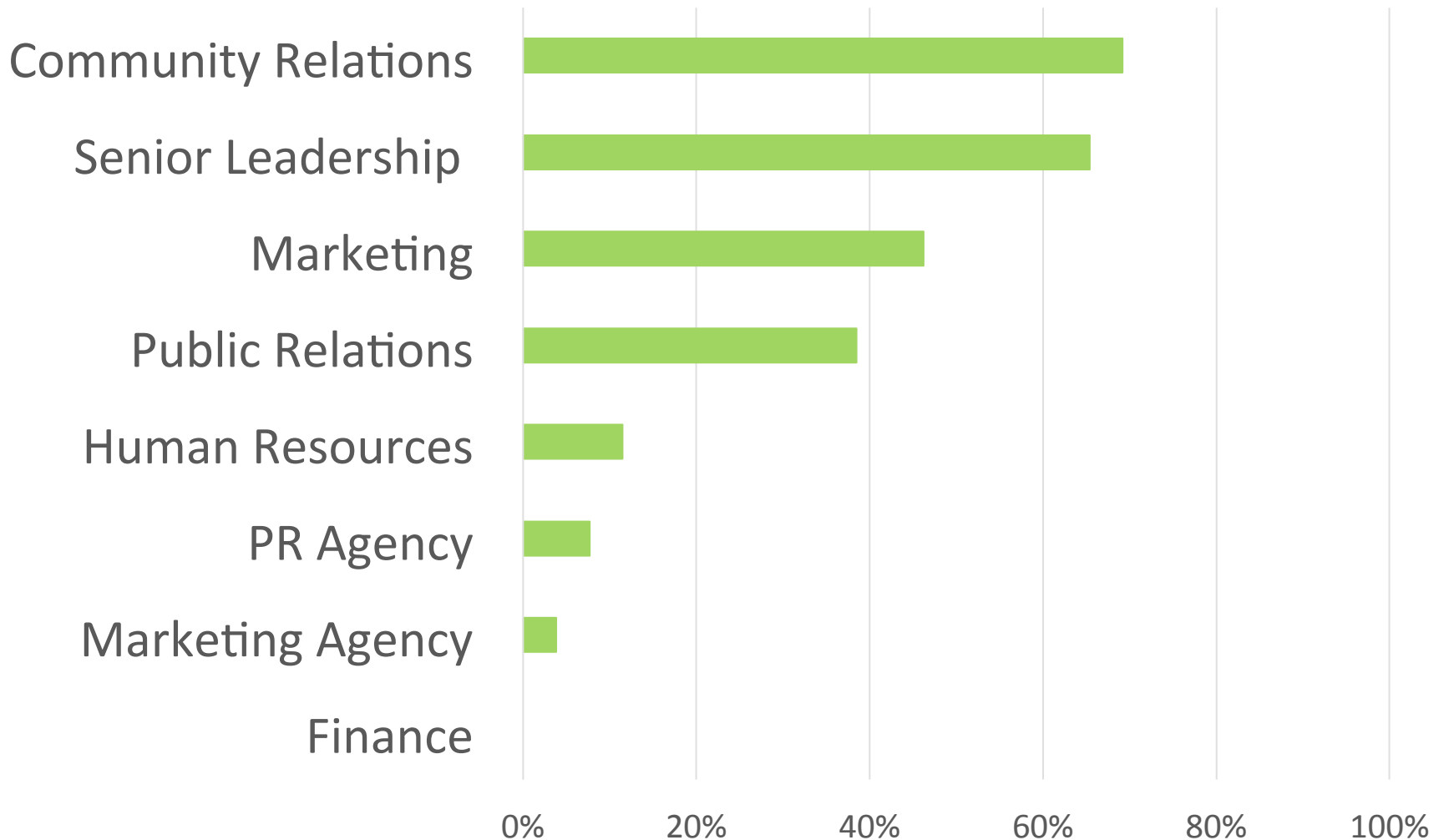
Companies by Type



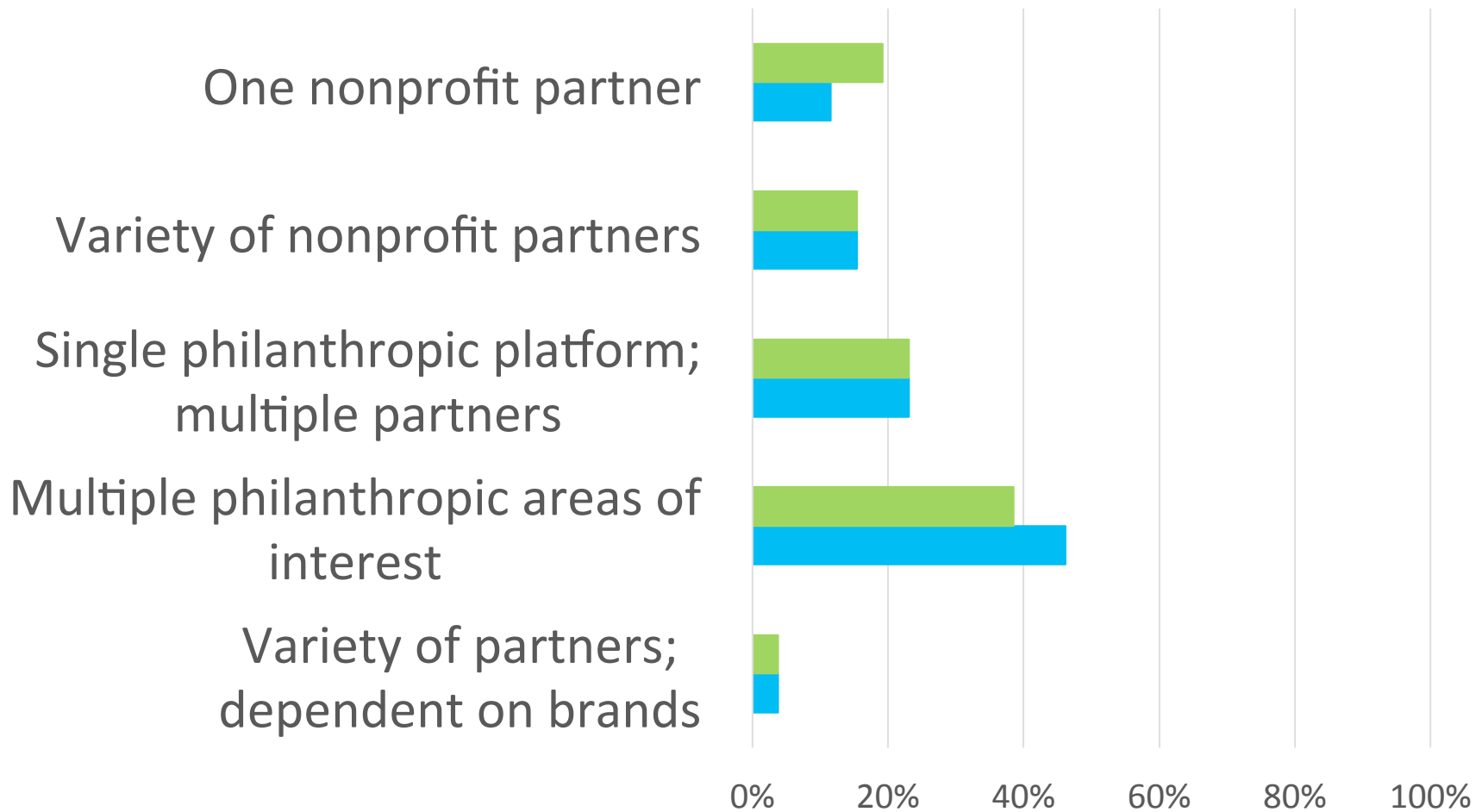
- Consumer packaged good (31%)
- Retailer (27%)
- Restaurant (8%)
- B2C service or product (23%)
- B2B service or product (12%)



What Departments Are Involved?



National Giving Strategy

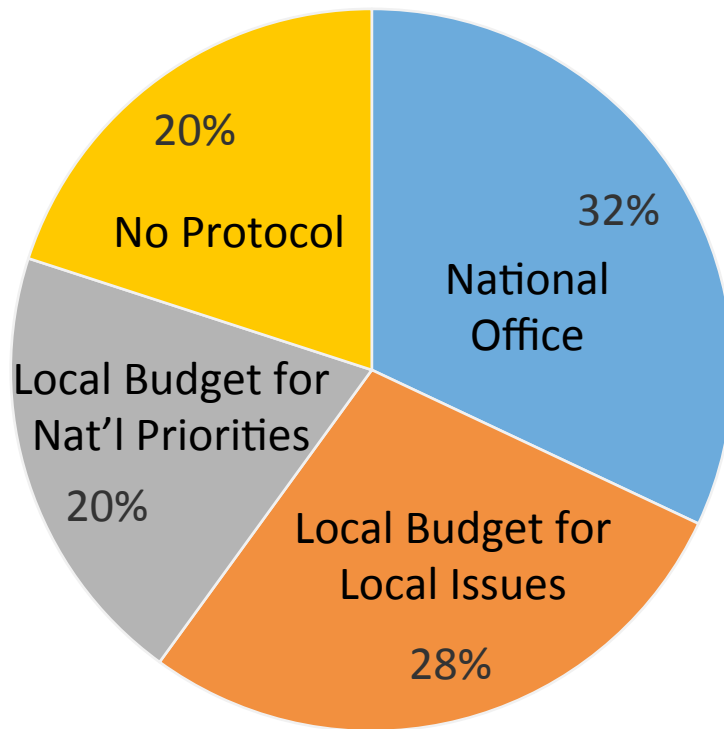


■ Brand ■ Company

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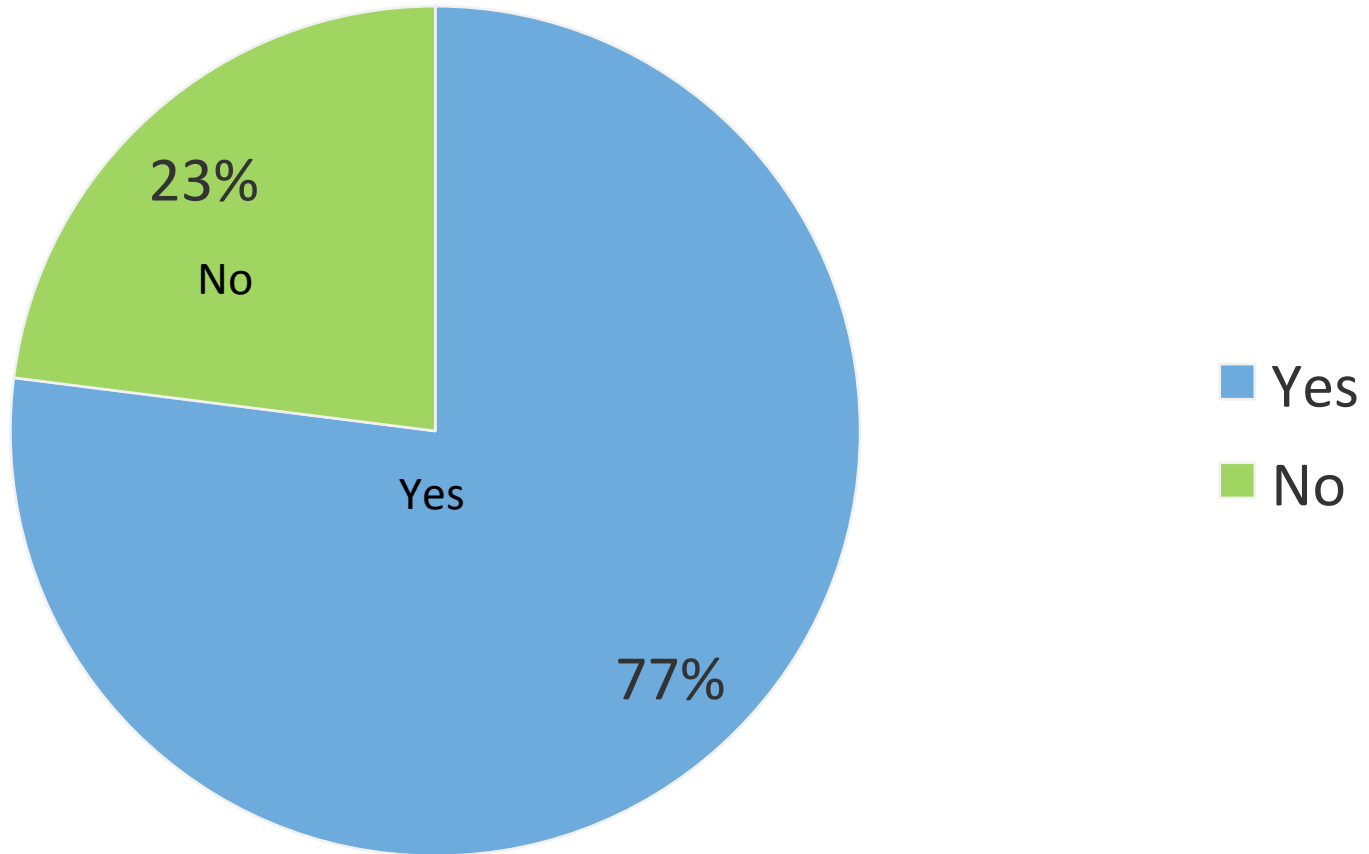
Local Giving Strategy



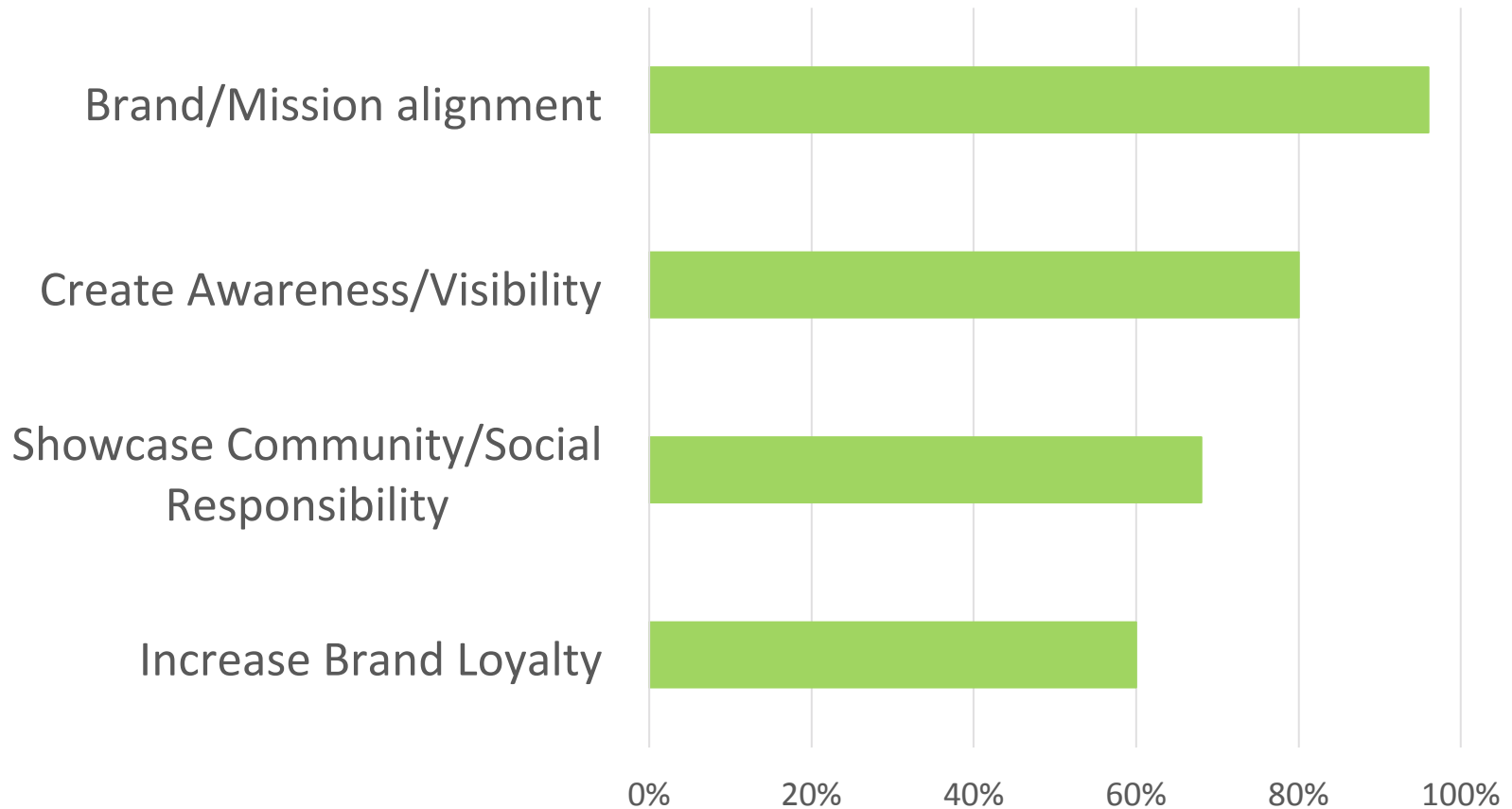
- Determined by national office (32%)
- Locations have a budget to support local issues (28%)
- Locations have a budget to match national priorities (20%)
- No giving protocol (20%)



Consider Employees a Key Audience for Nonprofit Partnerships



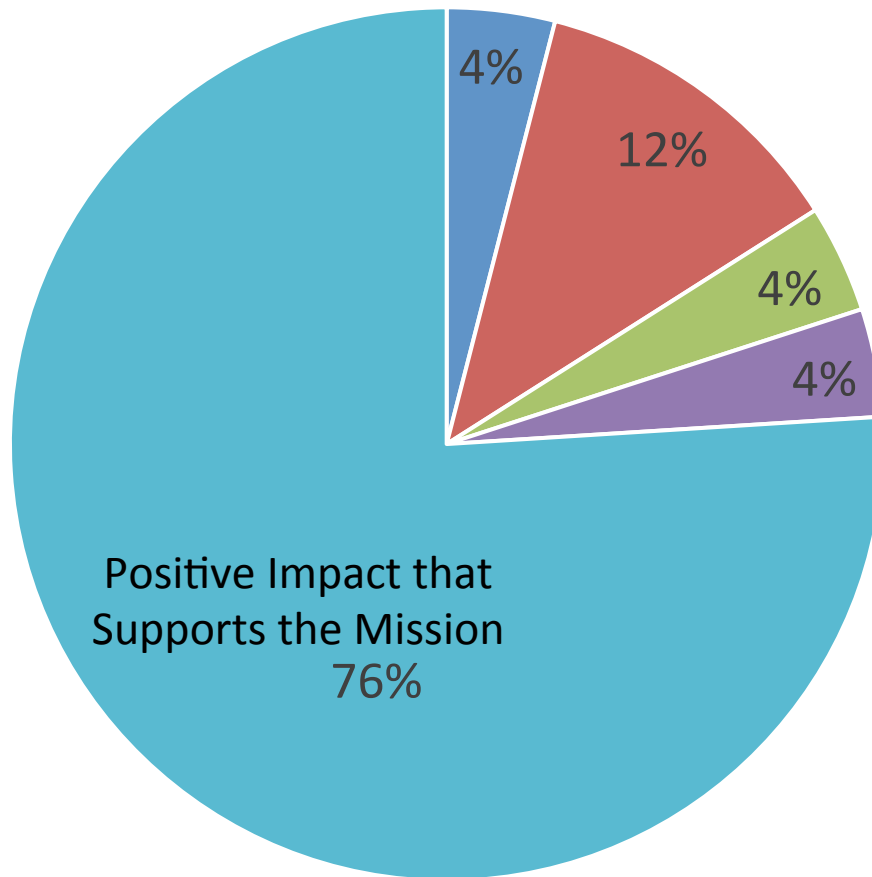
Top Factors for Selecting Partners *(select many)*



When asked to select the single most important factor, **92 percent chose brand alignment**



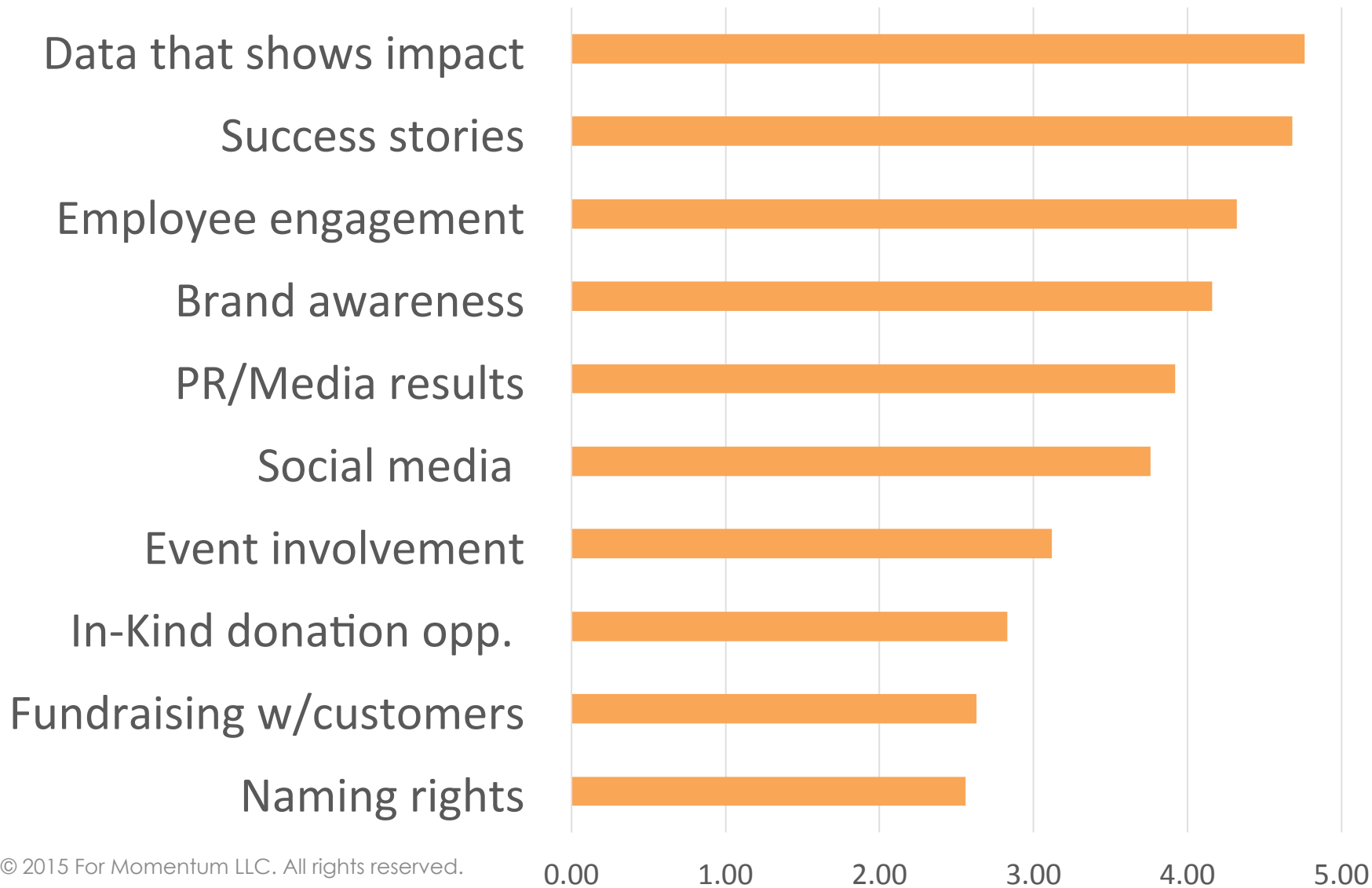
Top Factors for Selecting Partners



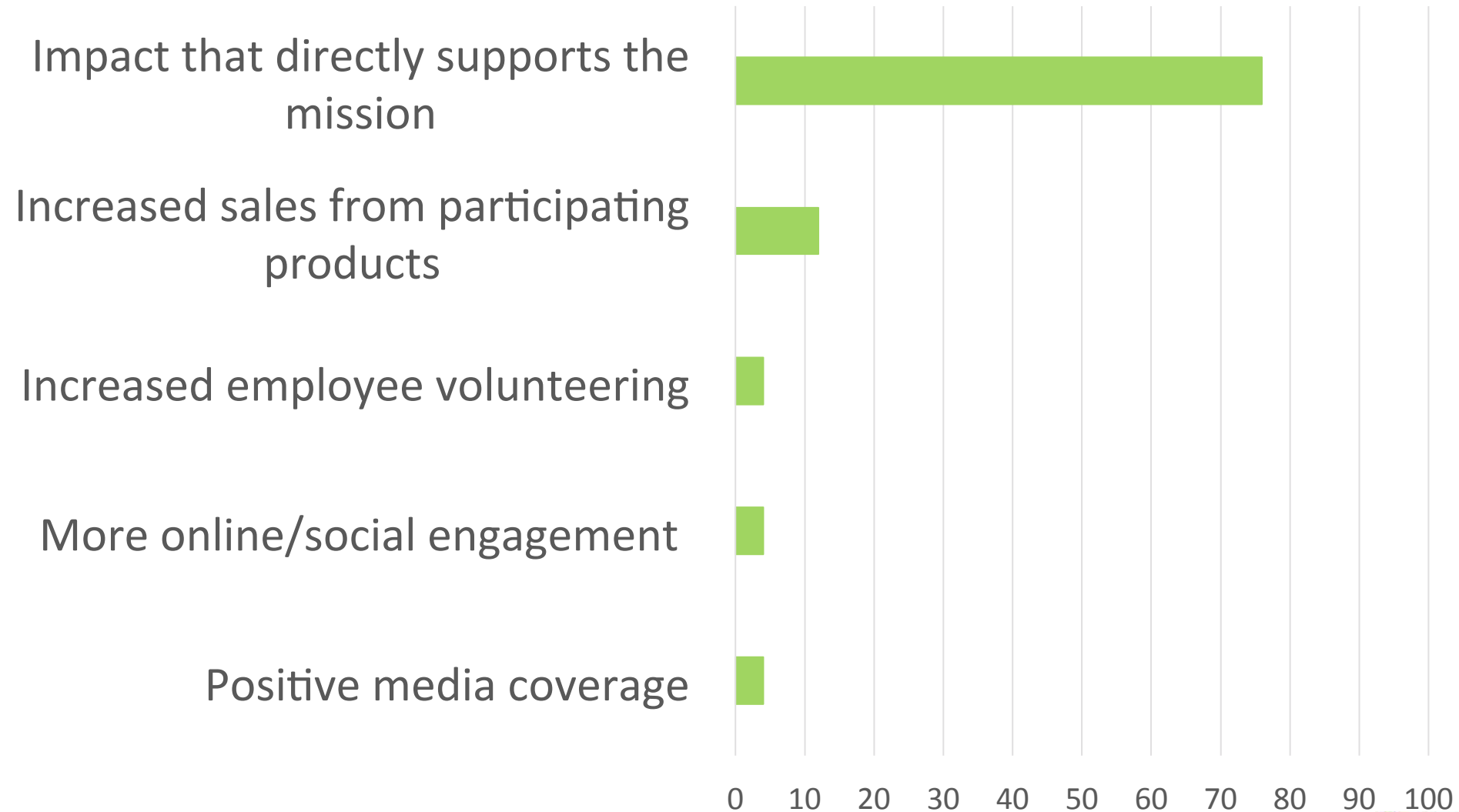
- Positive media coverage (4%)
- Increased sales from participating products (12%)
- Increased social media/online engagement (4%)
- Increased # of employees volunteering (4%)
- Positive impact that supports the mission (76%)



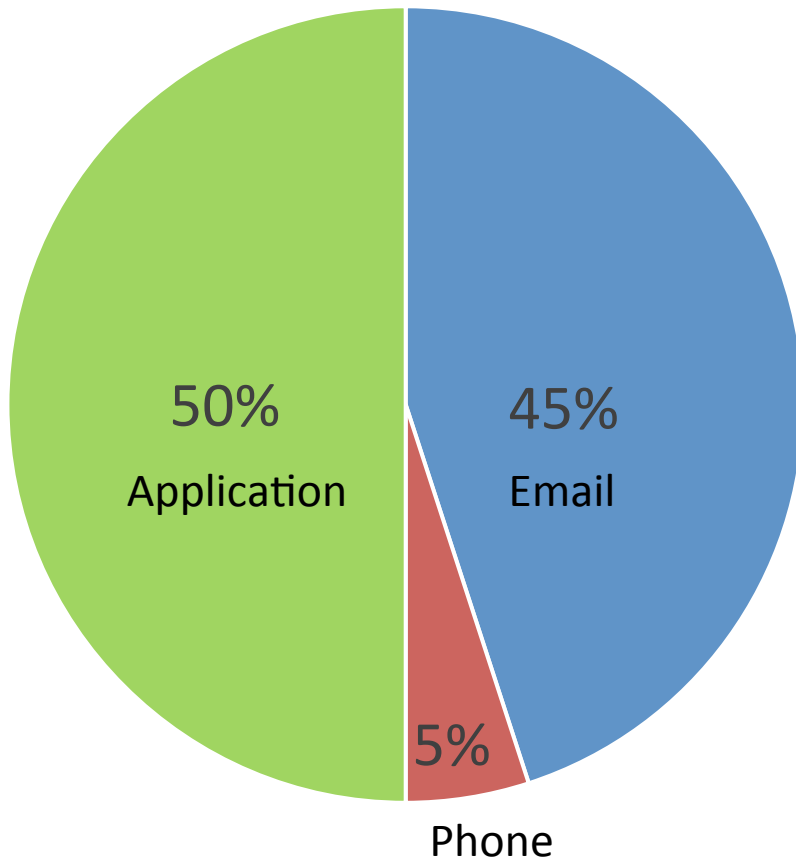
What Type of Activations Are Important?



What Is the Most Important Measure of Success?



Communication Preferences



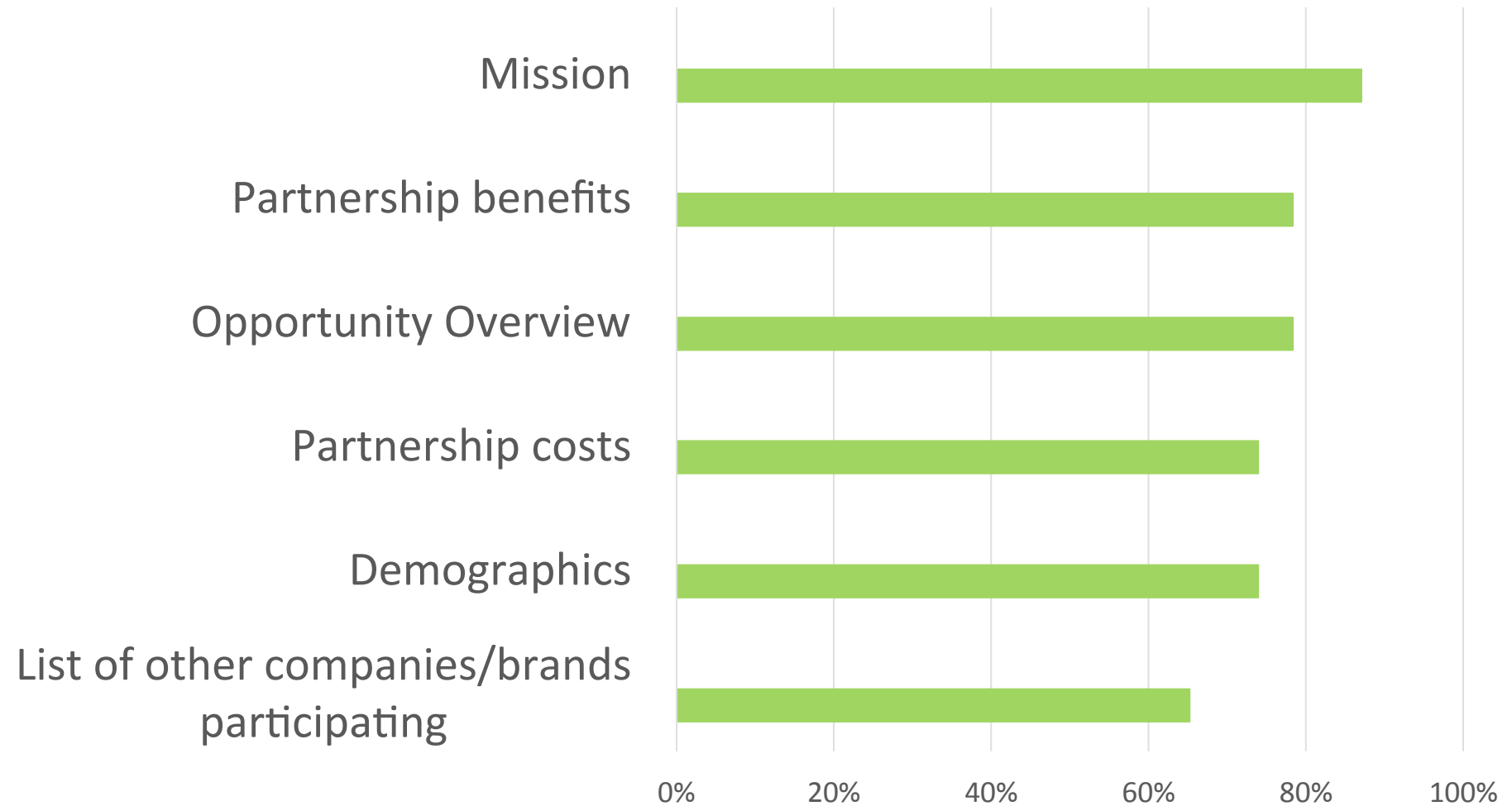
■ Contact me by email (45%)

■ Contact me by phone (5%)

■ We have a formal application process (50%)



What Should be Included in a Proposal?



Biggest Mistakes

- “Not knowing what our giving focus is”
- “Not doing their homework”
- “Not understanding what my company needs from a partnership”
- “Not understanding who we are and what we need to accomplish”
- “Not looking at our web site in advance to see what we fund”

Do your homework!!!



Thank You!



Mollye Rhea, President and Founder

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