

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

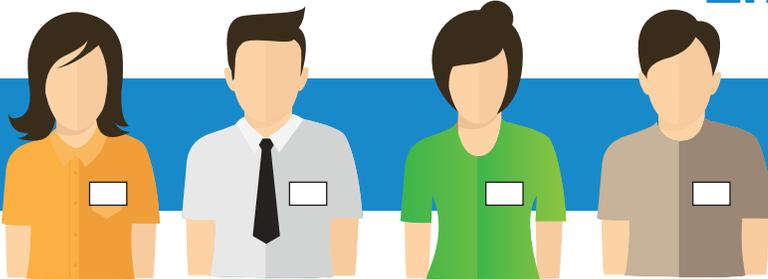
Most local giving is handled by local markets



**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**



Key Insights from the 2015 For Momentum Corporate Partner Survey

New Corporate Partner Data

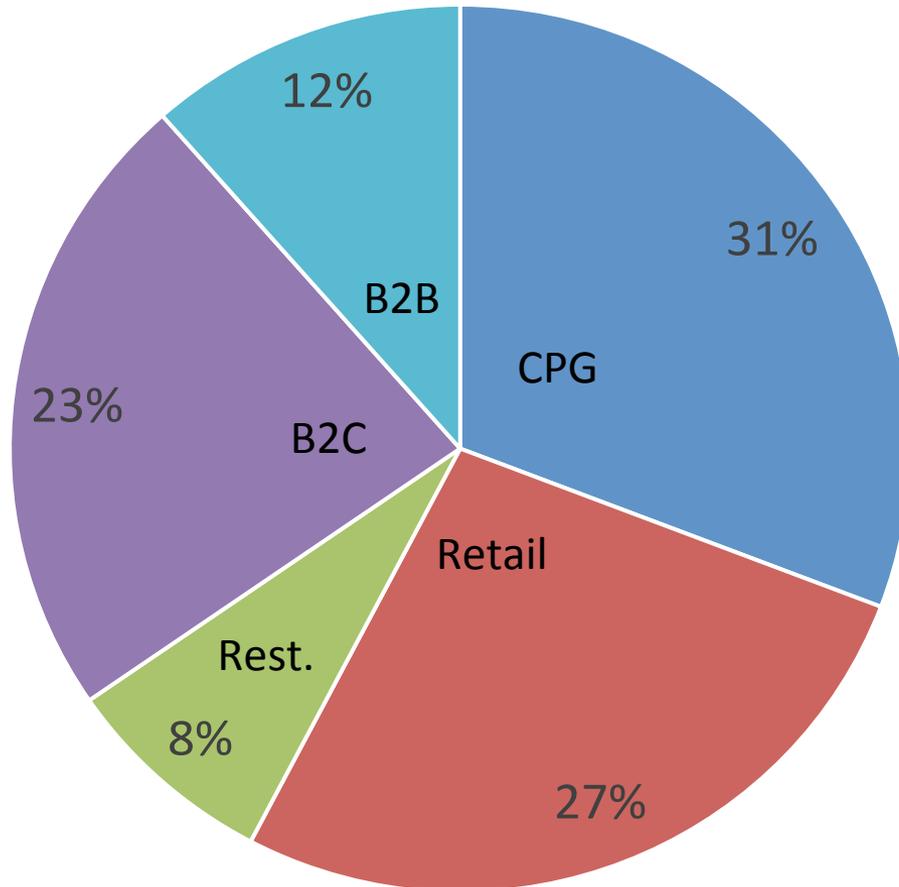
- Surveyed individuals who manage nonprofit partnerships
- Questions included
 - Local and national giving strategies
 - Partnership expectations
 - Target audiences
 - How and when they select partners
 - Common mistakes



Brands Represented



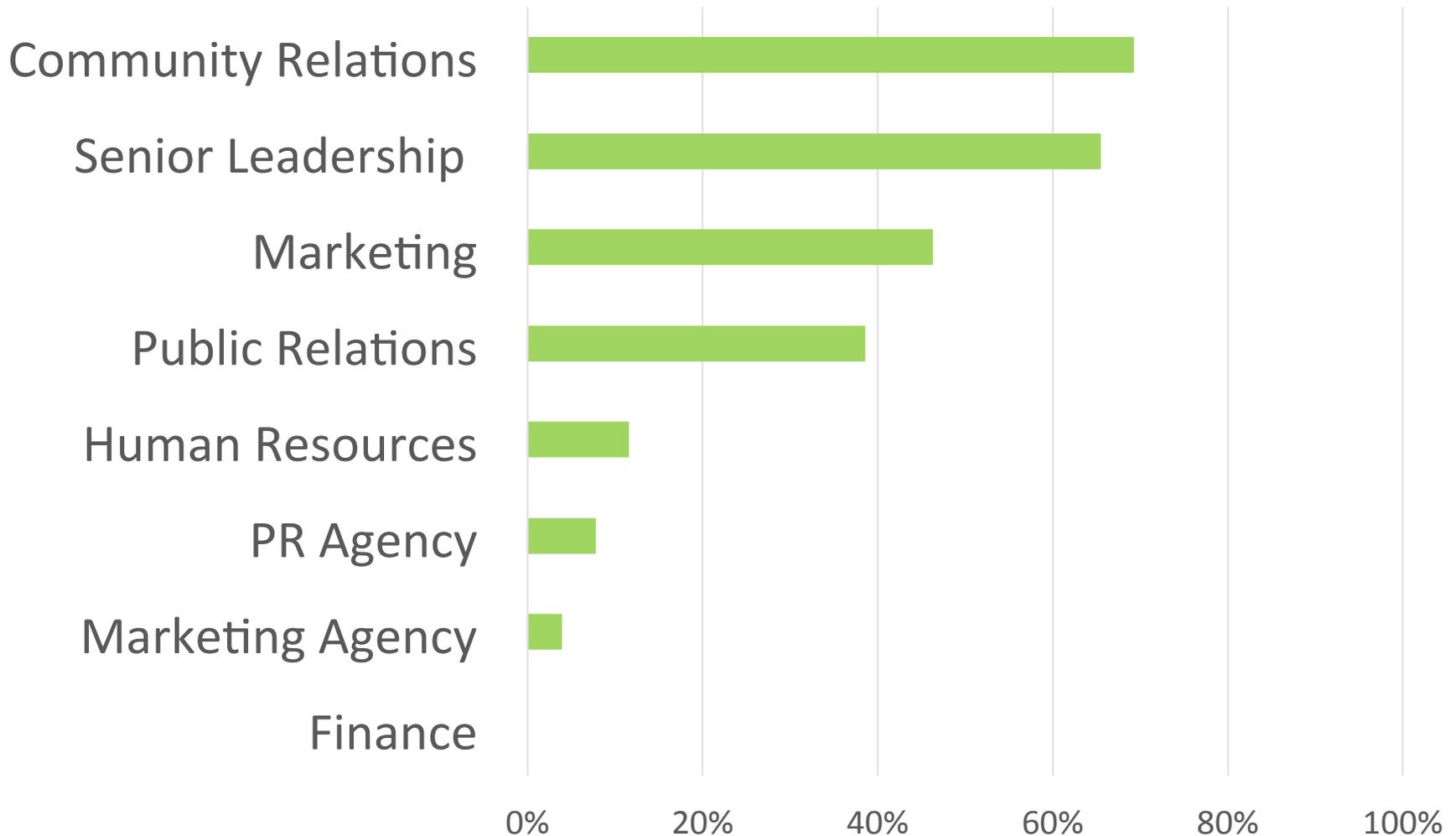
Companies by Type



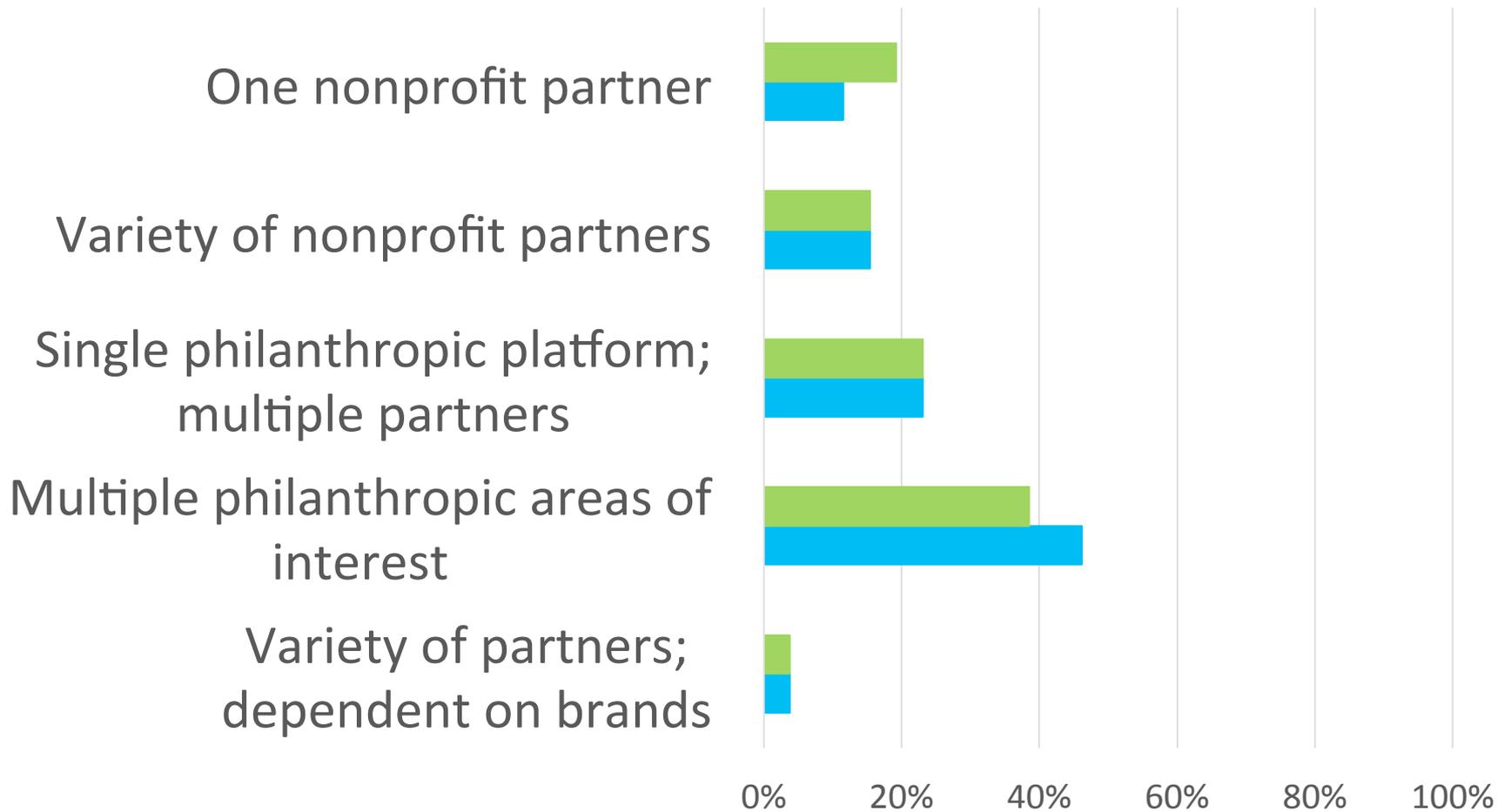
- Consumer packaged good (31%)
- Retailer (27%)
- Restaurant (8%)
- B2C service or product (23%)
- B2B service or product (12%)



What Departments Are Involved?



National Giving Strategy

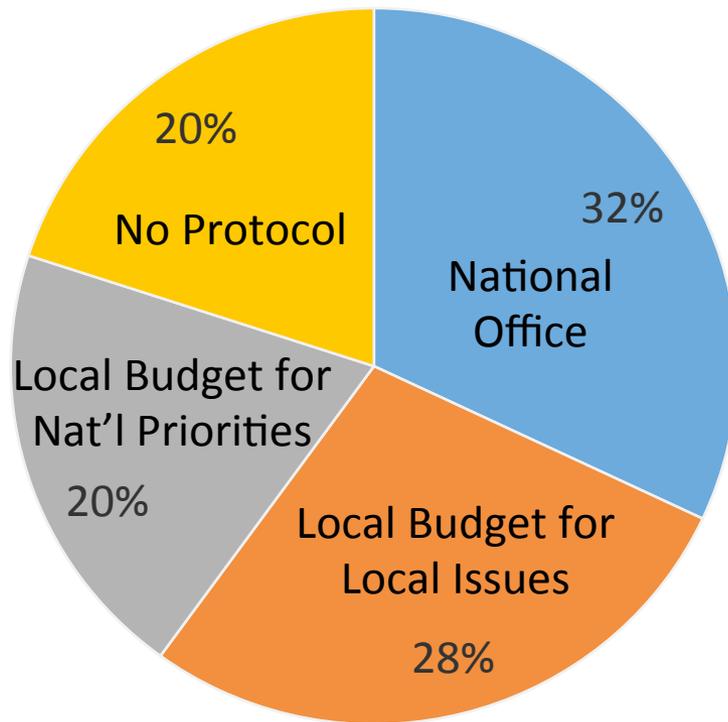


■ Brand ■ Company

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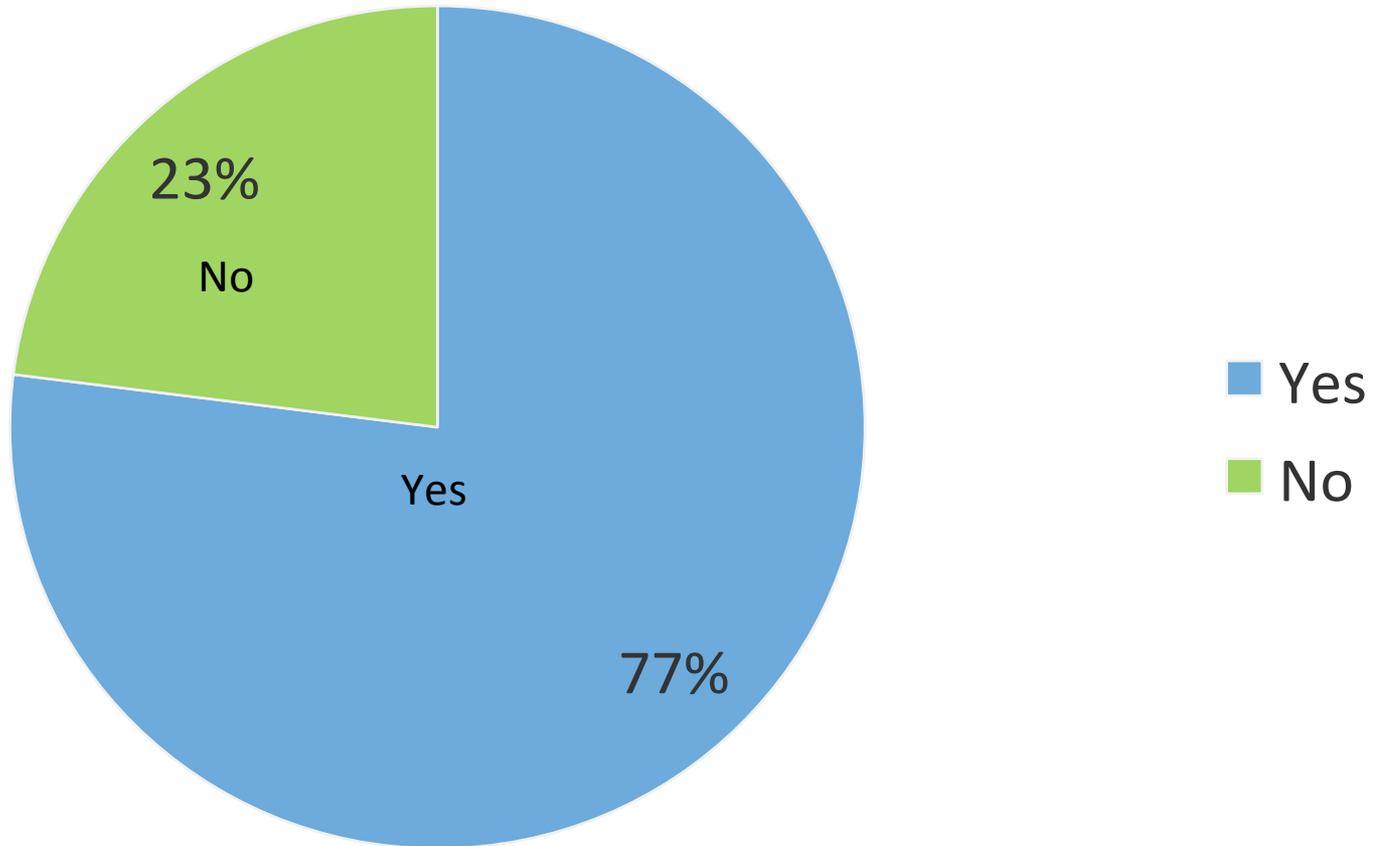
Local Giving Strategy



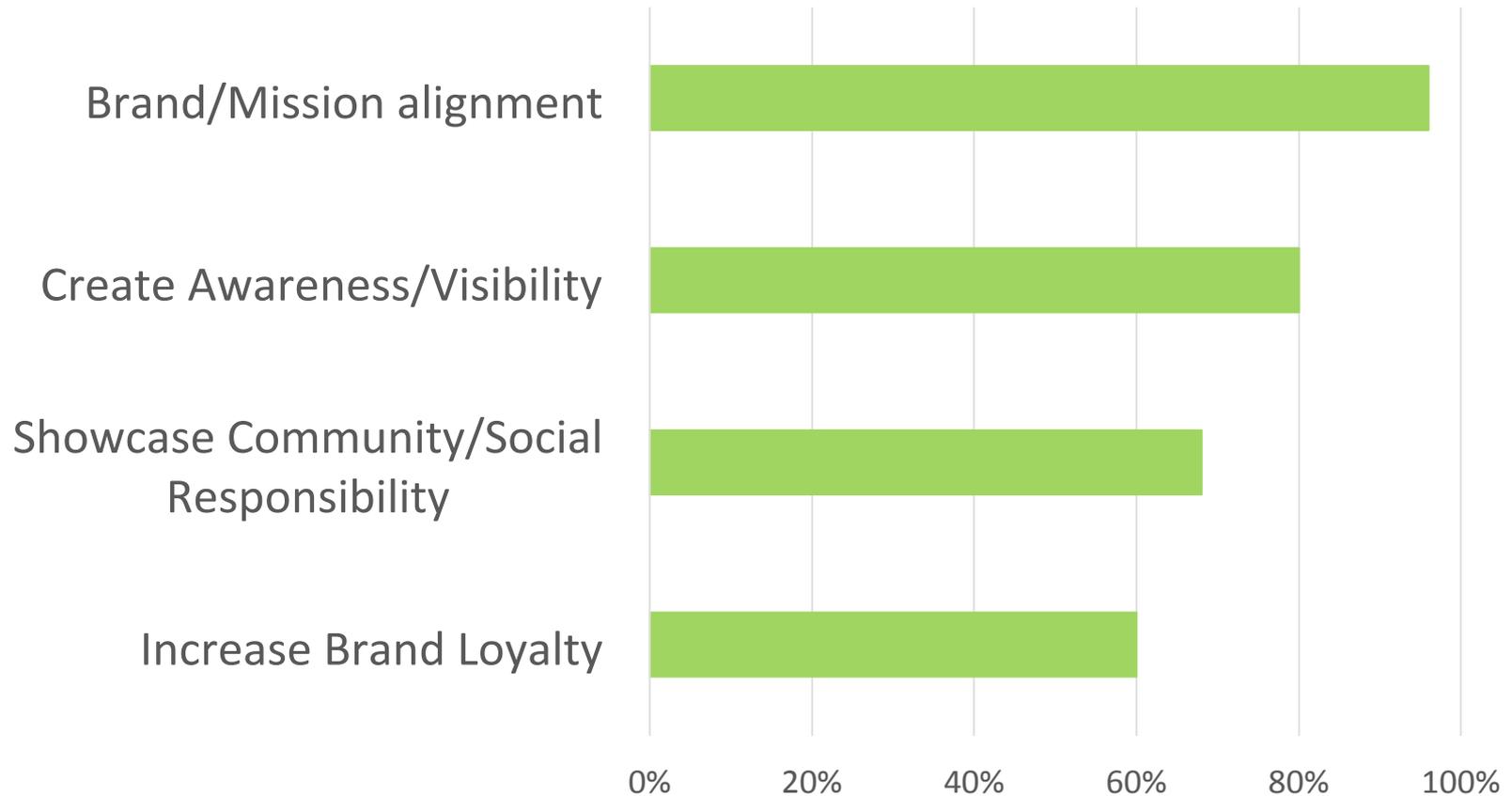
- Determined by national office (32%)
- Locations have a budget to support local issues (28%)
- Locations have a budget to match national priorities (20%)
- No giving protocol (20%)



Consider Employees a Key Audience for Nonprofit Partnerships



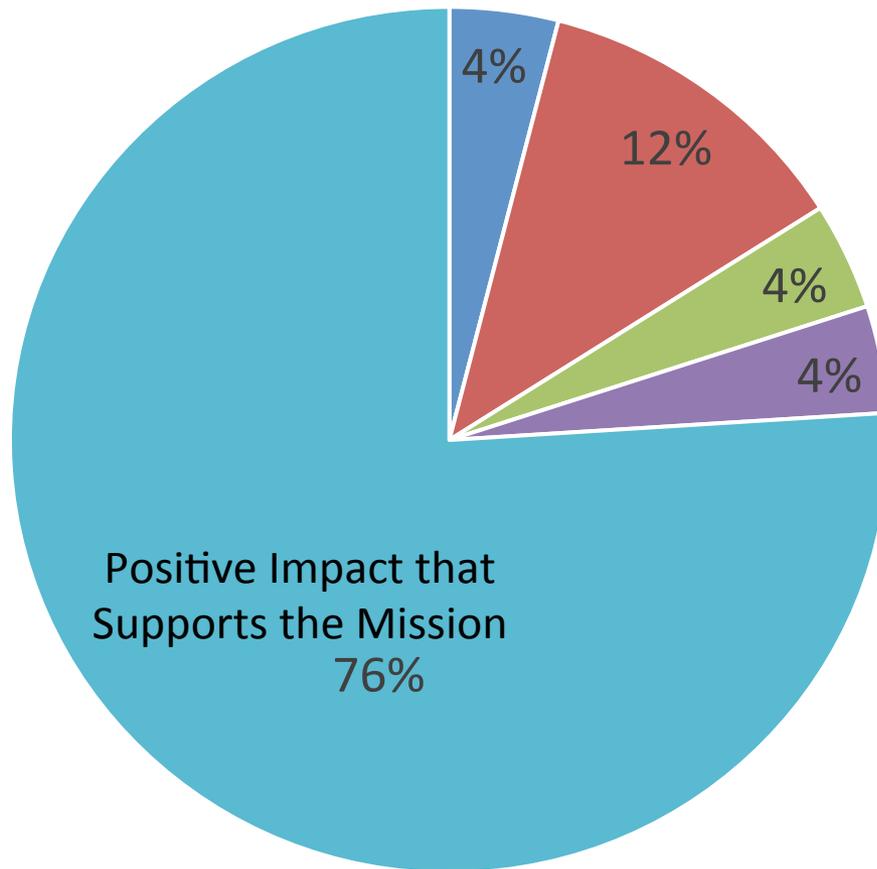
Top Factors for Selecting Partners *(select many)*



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



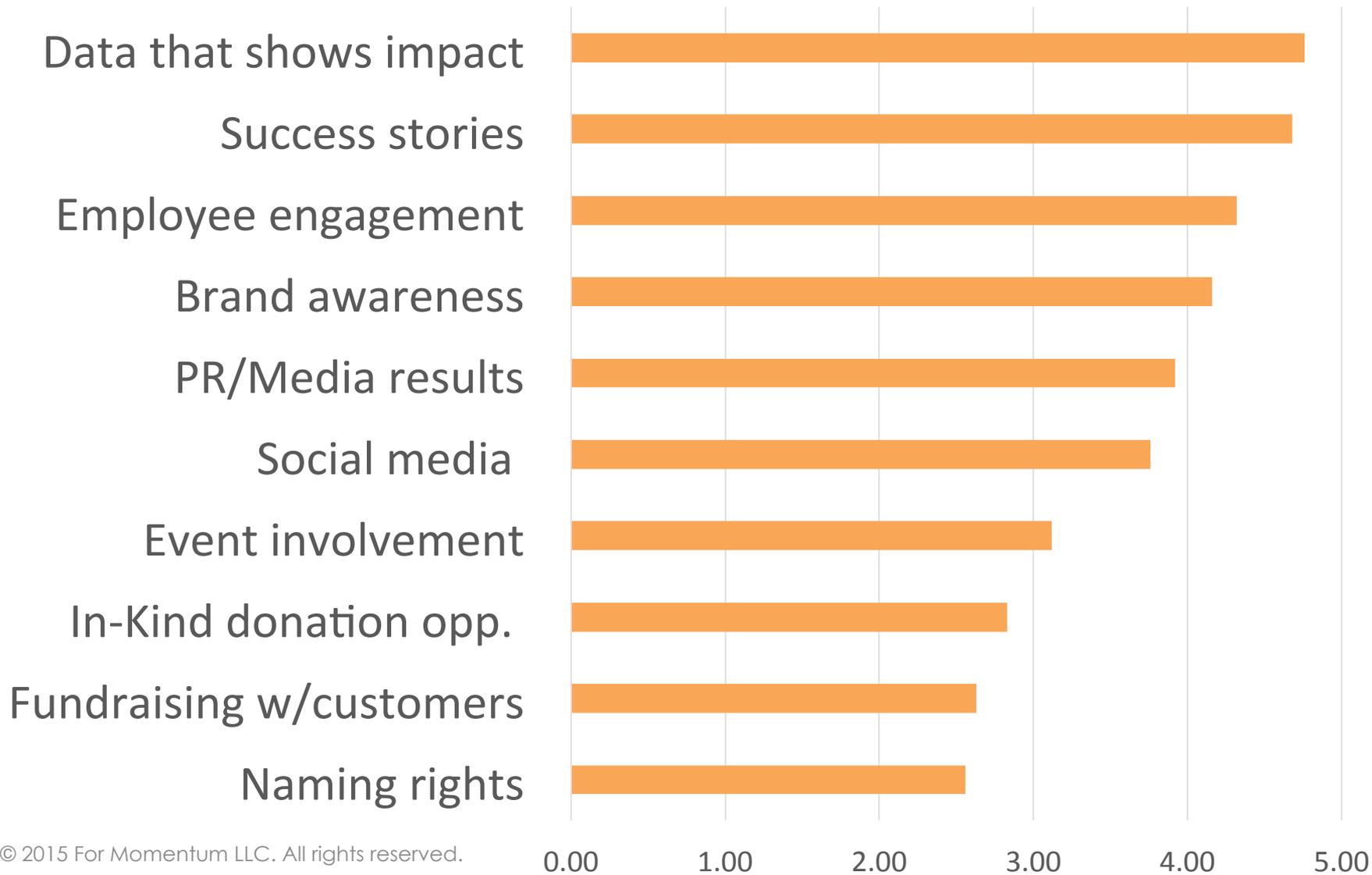
Top Factors for Selecting Partners



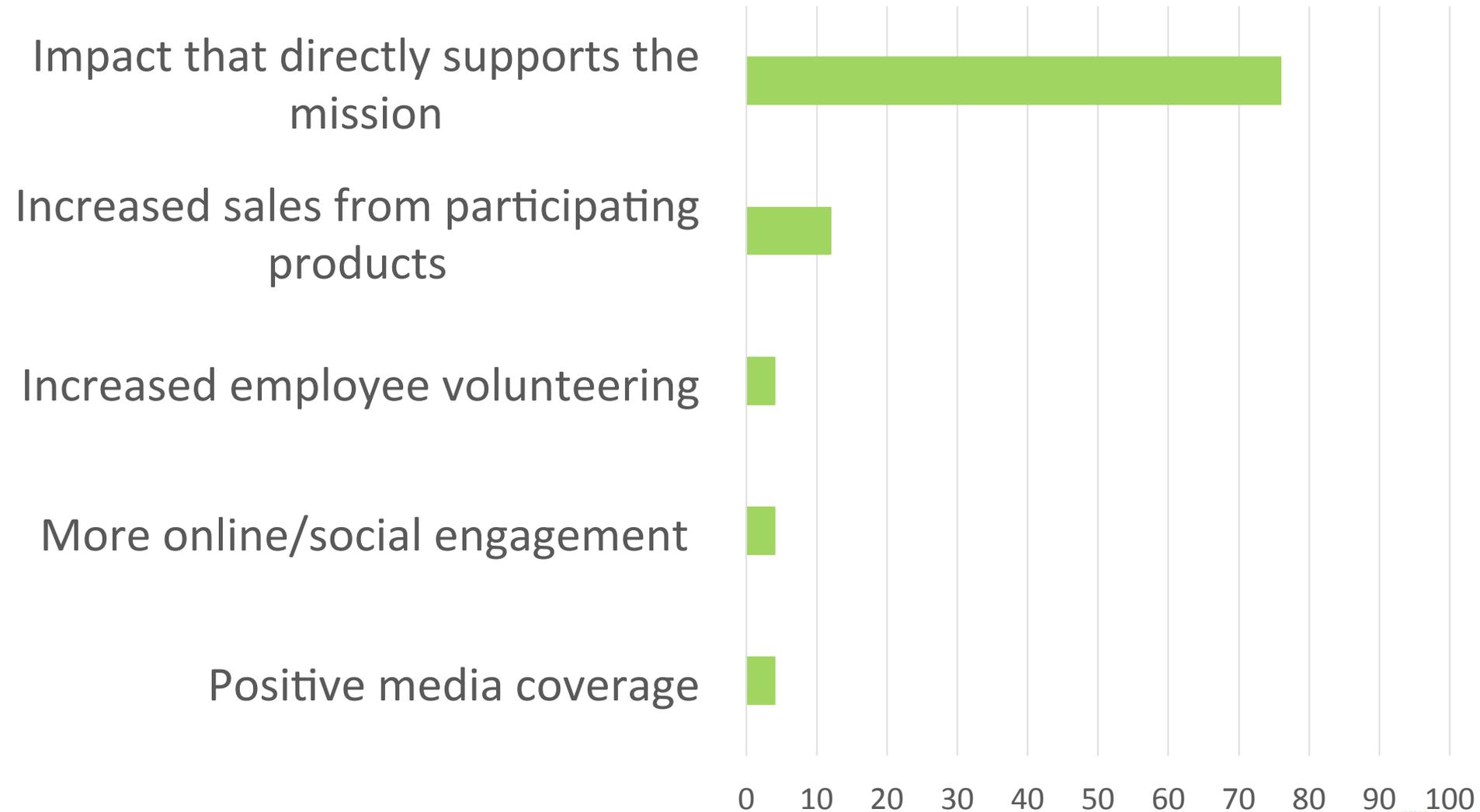
- Positive media coverage (4%)
- Increased sales from participating products (12%)
- Increased social media/online engagement (4%)
- Increased # of employees volunteering (4%)
- Positive impact that supports the mission (76%)



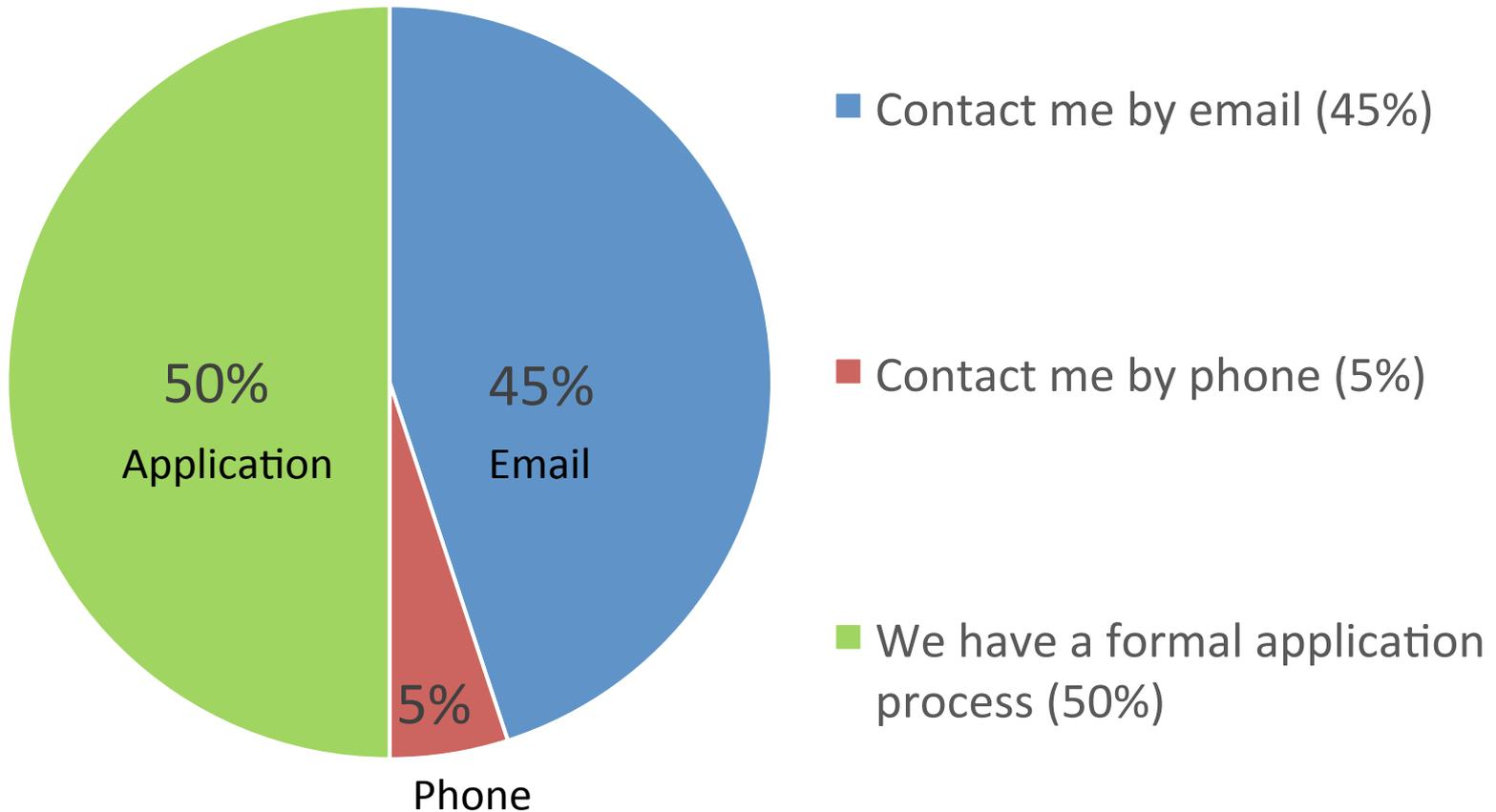
What Type of Activations Are Important?



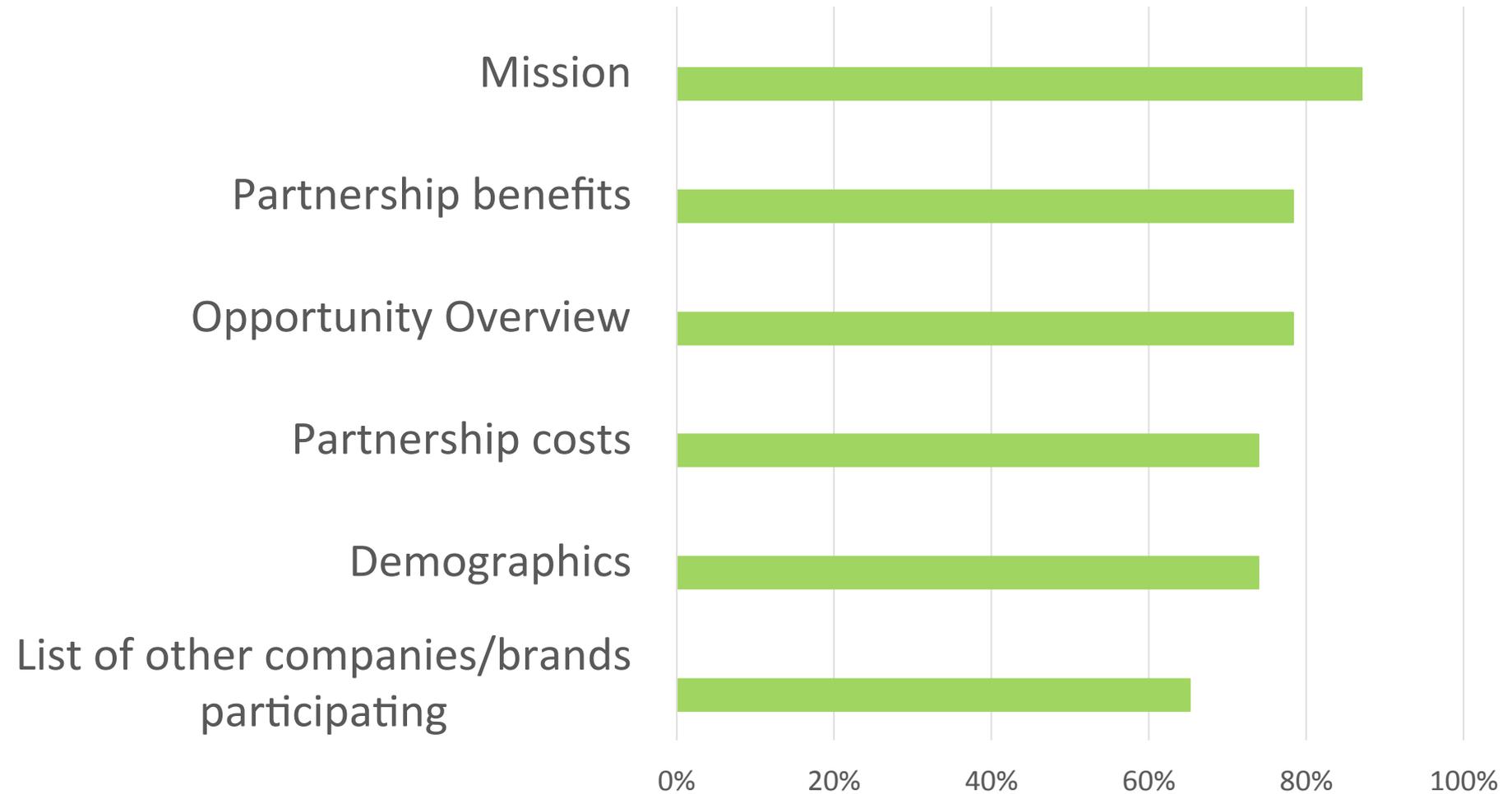
What Is the Most Important Measure of Success?



Communication Preferences



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!



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