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:

**WHAT CORPORATE DECISION MAKERS LOOK FOR IN A NONPROFIT PARTNERSHIP**

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

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

**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

**NEARLY HALF** have multiple philanthropic areas of interest and work with several nonprofits related to these issues (e.g., 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

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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?

- Community Relations: 60%
- Senior Leadership: 80%
- Marketing: 40%
- Public Relations: 60%
- Human Resources: 20%
- PR Agency: 0%
- Marketing Agency: 0%
- Finance: 0%

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National Giving Strategy

- One nonprofit partner
- Variety of nonprofit partners
- Single philanthropic platform; multiple partners
- Multiple philanthropic areas of interest
- Variety of partners; dependent on brands

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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

77% Yes
23% No
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?

- Data that shows impact
- Success stories
- Employee engagement
- Brand awareness
- PR/Media results
- Social media
- Event involvement
- In-Kind donation opp.
- Fundraising w/customers
- Naming rights
What Is the Most Important Measure of Success?

- Impact that directly supports the mission: 70%
- Increased sales from participating products: 15%
- Increased employee volunteering: 5%
- More online/social engagement: 3%
- Positive media coverage: 2%
Communication Preferences

- Contact me by email (45%)
- Contact me by phone (5%)
- We have a formal application process (50%)

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What Should be Included in a Proposal?

- Mission
- Partnership benefits
- Opportunity Overview
- Partnership costs
- Demographics
- List of other companies/brands participating
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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