



In 2016, For Momentum surveyed senior professionals with experience at a collective 110 well known nonprofit organizations. Respondents answered questions about the amount of time it takes to secure different types of cause partnerships. They also rated the factors influencing partnership decisions.



# TIME REQUIRED

TO SECURE CAUSE PARTNERSHIPS DEPENDS GREATLY ON THE VALUE OF THE COMMITMENT.

## SPONSORSHIPS

A PRIMARILY CASH FUNDER OR IN-KIND CONTRIBUTOR FOR AN EVENT, PROGRAM OR SPECIFIED CAMPAIGN/ACTIVITY OF A NONPROFIT

**84%**

of respondents indicate that in-kind only sponsorships can be secured within six months, faster than any other type of sponsorship commitment

**98%**

of respondents report being able to close a smaller sponsorship (less than \$100K) within one year

**72%**

of respondents agree that it takes seven months or more to sell a sponsorship of \$250K+

## TAKEAWAY

Nonprofits should view in-kind and media sponsorships as a relatively quick (within 12 months) way to establish a corporate relationship. Remember: it's always easier to upsell to an existing partner.

## INTEGRATED PARTNERSHIPS

A RELATIONSHIP WHERE BOTH THE NONPROFIT AND CORPORATE PARTNER LEVERAGE SHARED ASSETS AND ACTIVATE THE PARTNERSHIP TO RAISE AWARENESS AND/OR FUNDS FROM A VARIETY OF CONSTITUENTS SUCH AS CONSUMERS AND EMPLOYEES

**98%**

of respondents agree that it takes seven months or more to secure an integrated partnership of 100K or less.

**92%**

of respondents say it takes 7 - 18+ months to secure integrated partnerships valued between \$100 - \$249K

**62%**

of respondents say it takes longer than 12 months to secure integrated partnerships valued at \$250K or more.

## TAKEAWAY

Nonprofits should schedule more time to secure integrated partnerships. The more valuable and more complex the partnership, the longer it takes to close the deal.

## EMPLOYEE-DIRECTED PARTNERSHIPS

A RELATIONSHIP WHERE A CORPORATE PARTNER ACTIVATES ITS EMPLOYEE BASE TO RAISE AWARENESS AND FUNDS FOR A NONPROFIT

**64%**

of nonprofit professionals surveyed indicate they can secure employee-directed partnerships that generate less than \$100K within six months

**94%**

of respondents say it takes less than 18 months to secure annual activities that generate \$100 - \$249K

**80%**

of respondents say it takes 7 months or longer to secure an activity that generates \$250K+

## TAKEAWAY

Generally, the timeline to secure employee-directed activities is shorter than any other, so nonprofits should view this quick-to-close partnership valued at \$100K or less as a valuable entry point.



## TAKEAWAY

START THE COLD CALLING PROCESS AT LEAST A YEAR OUT. WORK NOW TO WARM UP LEADS FOR PARTNERSHIP NEEDS IN 12 MONTHS AND BEYOND.



### RENEWALS

**98%**

SAY THEY CAN RENEW AN EXISTING COMMITMENT WITHIN 12 MONTHS

### COLD CALLS

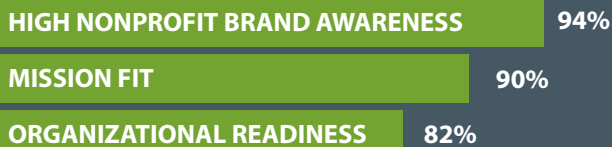
**68%**

SAY IT TAKES 13 MONTHS OR LONGER TO ESTABLISH A RELATIONSHIP WITH A COLD PROSPECT

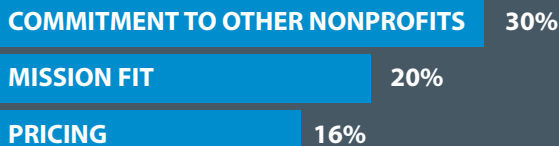
# DON'T LET OBJECTIONS BECOME EXCUSES.

COMMITMENTS AND PRIORITIES CHANGE OVER TIME.  
KEEP CHECKING BACK IN CASE THAT "NO" REALLY MEANS "NOT YET."

#### GREATEST IMPACT ON ABILITY TO SECURE CAUSE PARTNERSHIPS

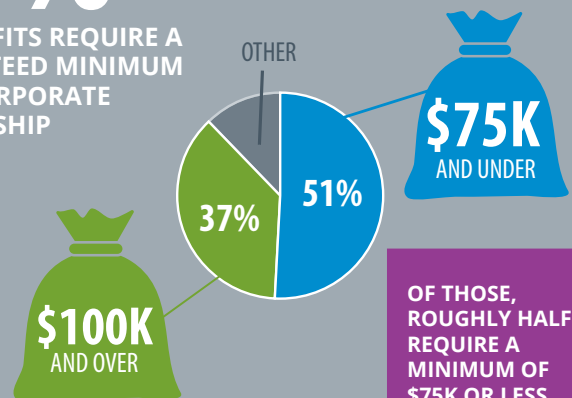


#### REASON FOR NOT SECURING A CORPORATE PARTNERSHIP



**54%**

NONPROFITS REQUIRE A GUARANTEED MINIMUM FOR A CORPORATE PARTNERSHIP



OF THOSE, ROUGHLY HALF REQUIRE A MINIMUM OF \$75K OR LESS. THE OTHER HALF VARIES.

We hope this **Cause Partnership Sales Cycle Research** will serve as a tool for setting sales expectations from your boss, your board and other stakeholders. To download a free copy of the full research report, go to [www.formomentum.com](http://www.formomentum.com).

