

HIGH EXPECTATIONS

WHAT CORPORATE DECISION-MAKERS WANT FROM NONPROFIT PARTNERS



EARLIER THIS YEAR, ForMomentum asked corporate partnership decision-makers from a wide variety of business sectors about what they look for in a nonprofit partner. Based on the 2018 results and comparative data from our 2015 survey, we know that as companies look to be a force for good to differentiate themselves in the marketplace, they are becoming more strategic and selective about their cause partnerships. Below are key highlights from our research that can help nonprofits adapt to these higher expectations and help corporate decision-makers with industry benchmarks.



THE MAJORITY OF COMPANIES ARE NOW PARTICIPATING IN PARTNERSHIP ACTIVITIES WITH NONPROFIT ORGANIZATIONS AT BOTH THE NATIONAL AND LOCAL LEVELS:

- 89% IN LOCAL PARTNERSHIPS WITH NONPROFITS
- 82% IN NATIONAL PARTNERSHIPS WITH NONPROFITS
- 62% IN PEER-TO-PEER ACTIVITIES



AUDIENCES CONSIDERED WHEN SELECTING A NONPROFIT PARTNER: NEEDS OF THE COMMUNITY ARE THE PRIMARY DRIVER IN PARTNER SELECTION (70%).



EMPLOYEES (61%)
NOW EQUAL CONSUMERS (62%)
IN TERMS OF AUDIENCES COMPANIES WANT TO INFLUENCE WITH THEIR CAUSE ACTIVITIES.

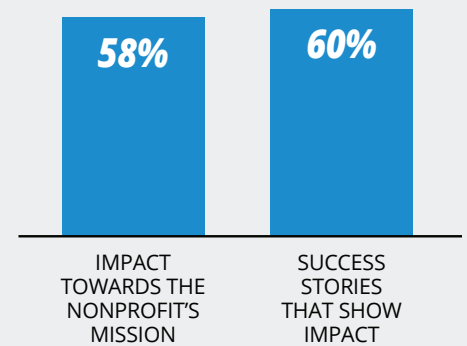


9 OUT OF 10 COMPANIES RANK THESE AS THE TOP 3 FACTORS FOR PARTNERSHIP SELECTION:

- 95% CREATE AWARENESS/VISIBILITY
- 91% BRAND/MISSION ALIGNMENT
- 91% SHOWCASE COMMUNITY/SOCIAL RESPONSIBILITY



MOST IMPORTANT MEASURES OF PARTNERSHIP SUCCESS:



MOST CHALLENGING ELEMENT WHEN MEASURING IMPACT:





TIMING (31%) AND BUDGET (28%)

CONTINUE TO BE THE PRIMARY CHALLENGE WHEN ACTIVATING A PARTNERSHIP. HOWEVER, SURVEY RESPONDENTS' OPEN-ENDED FEEDBACK REVEALS MANY FACTORS THAT NONPROFITS CAN INFLUENCE:

- ✓ **NEGOTIATION CHALLENGES**
- ✓ **CREATIVITY**
- ✓ **LACK OF NONPROFIT EFFICIENCIES AND RESOURCES**
- ✓ **BUILDING UNDERSTANDING OF PARTNER'S NEEDS**

75% SAY THEY CAN IMPLEMENT A PARTNERSHIP **WITHIN 0-6 MONTHS** COMPARED TO ONLY **58%** IN 2015



GREAT NEWS FOR NONPROFITS WHO ARE TRYING TO ESTABLISH PARTNERSHIPS WITH COMPANIES:

**96% OF COMPANIES
75% OF BRANDS**

REPORT WORKING WITH MULTIPLE NONPROFIT PARTNERS

66% SELECT CAUSE PARTNERS THROUGHOUT THE YEAR BASED ON THE OPPORTUNITY VS. THE TIMING.



TOP 3 DEPARTMENTS INVOLVED IN PLANNING & APPROVING PARTNERSHIPS WITH NONPROFITS



79% SENIOR LEADERSHIP

52% MARKETING



41% COMMUNITY RELATIONS



MOST COMMON REASON FOR ENDING A NONPROFIT PARTNERSHIP:

- 24% BUDGET RESTRICTIONS**
- 21% NONPROFIT DIDN'T DELIVER ON WHAT WAS PROMISED**
- 14% CHANGE IN COMPANY OR BRAND OBJECTIVES**

NONPROFITS ARE GETTING FAILING GRADES FROM CORPORATE DECISION MAKERS ON MEASURES OF "BRINGING NEW IDEAS" AND "PRESENTING UNIQUE OPPORTUNITIES."

