

CREATING CORPORATE CONNECTIONS

# Three Engagement Strategies that Magnify Your Mission



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## A Little About Us

For Momentum unites companies with nonprofits in a way that benefits both organizations. Advantages include enhanced visibility, high-touch relationships with both customers and employees and the opportunity to shine a light on and create significant social impact.

## Our Cause Expertise

For Momentum is constantly monitoring the cause marketing and peer-to-peer fundraising landscape to gather insights, identify trends and translate them into actionable, relevant implications for the marketplace. This enables us to be more efficient and effective and equip our account teams to better serve our clients.



**The Right Business**

+



**The Right Cause**

=



**Momentum**

TREND CASTING 2019

## Corporate Engagement for P2P Success

For Momentum is 100% focused on strategic cause alliances versus offering cause marketing as the only service among many public relations, marketing and advertising options. This 24/7/365 focus results in our being well-versed on all subjects in our field of expertise. On the following pages, we share three actionable insights for increased corporate engagement in 2019:

- 1** **There is a growing focus on a company's broader purpose – embedding it into one's DNA begins with employees.**

In 2018, For Momentum asked corporate partnership decision-makers representing a wide variety of business sectors about what they look for in a nonprofit partner. Based on these 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.

Of particular note for P2P fundraisers is employees are now equal to consumers in terms of audiences' companies want to influence with their cause activities. That means the opportunity to deepen engagement and passion for your cause by tweaking corporate team strategies. For example, you have untapped opportunities to make your corporate team captain feel special. You can build trust and loyalty through good, old-fashioned relationship development skills enhanced by today's technology. It's important to map out a stewardship plan to keep their passion-level high with thoughtful touchpoints, customized experiences and rewards they care about.



**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

## 2 Test something new – consider the explosive industry of esports and livestreaming as a partnership opportunity.

The world of competitive video gaming and esports is a fast-growing international phenomenon with millions of fans and billions of dollars up for grabs. Casual gamers are now important influencers who command seven-figure earnings and massive brand endorsements. In competitive, organized video gaming, esports content is often streamed by a service like Twitch, Smashcash.tv or others. According to a report from Newzoo, 380 million people worldwide will watch esports in 2019. This lucrative global market is expected to surpass \$1 billion!

Leading entertainment companies are getting in the game with special arenas for hosting tournaments attracting viewing crowds that rival most traditional professional sports outings. Plus, over 50 colleges have varsity esports programs with prize money earned for scholarship. That's a booming and attractive market for brands, influencers, producers and causes alike.



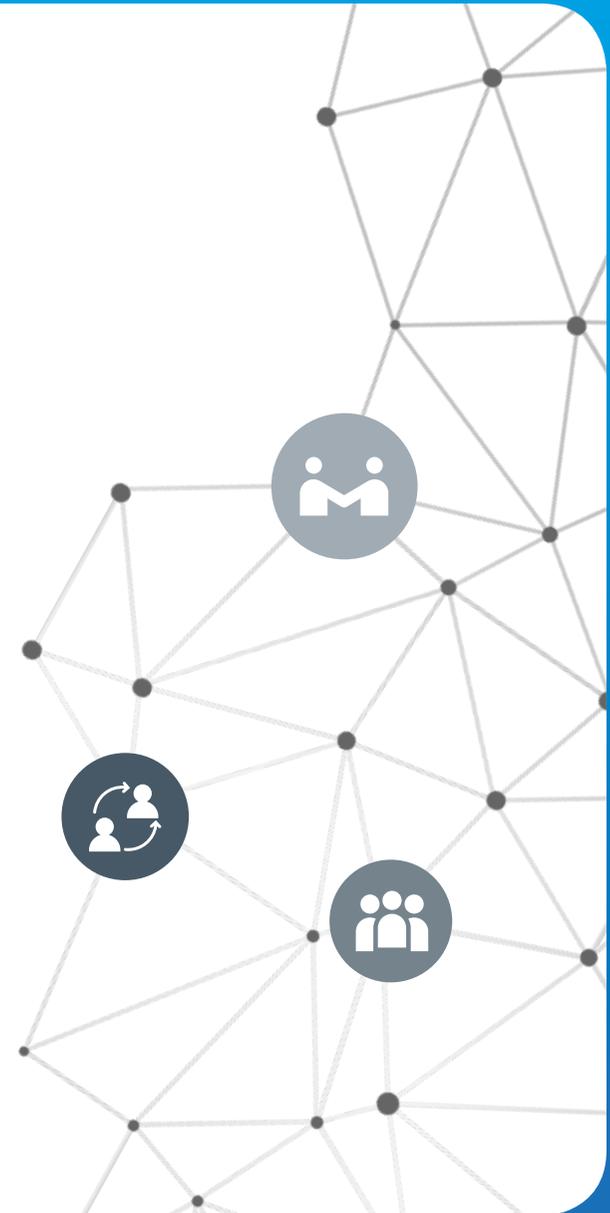
### 3 Do One Corporate DIY Thing in 2019.

Facebook announced its birthday fundraiser functionality raised over \$300M in its first year. The successful initiative has evolved and now the platform waives fees so that 100% of donations are passed through to the nonprofit, but data collection issues are still being sorted out.

Clearly there are pros and cons to this particular expression of P2P philanthropy, but the popular functionality could be used to foster employee pride and grow DIY giving to your cause. Corporate philanthropy encompasses everything from volunteer time, matching grants, donated goods/services and the ability to leverage other corporate assets. For Momentum suggests integrating a turnkey birthday fundraiser into your menu of employee engagement strategies as another way to generate positive impact. We see this is an opportunity to give your fundraisers (and their important networks) one more connection to your cause but at a different moment in time.



For Momentum is privileged to work with some of the most successful and most recognized brands in the country. New clients that hire us for a one-time, standalone project often become repeat customers, enduring associates, and referral sources.



## For Momentum Services

Our proven process has generated millions of dollars in revenue for our nonprofit clients whether we take on a startup DIY program or work to shore up a legacy P2P program. We see connections where others often don't due to our experience in crafting more than 250 unique partnerships. You won't find cookie cutter plans or stale templates with us!

### PHASE ONE:

#### Partnership POWER Assessment®

To discover the unique nature of your opportunities, our first step is the P2P Partnership POWER Assessment®. We evaluate internal needs and assess external factors to inform your corporate partnership strategy.

### PHASE TWO:

#### Cause Marketing Partner Strategy Blueprint

For Momentum develops effective strategies that connect you with current and prospective partners. Our full service approach includes plans for raising money, leveraging corporate channels to differentiate you from your competition, positively enhance your reputation and rally employees around your cause.

### PHASE THREE:

#### Strategic Coaching, Pipeline Development and Outreach

To bring your partnership concepts to market, For Momentum creates key messages and collateral to optimally position your specific opportunities. We construct a corporate prospect pipeline customized for you. From there, we can lead continual outreach to cold and warm corporate prospects.

## Let's Chat!



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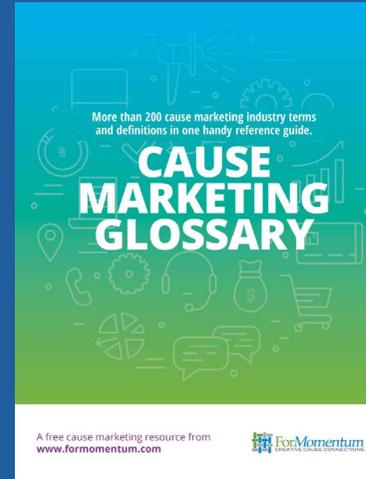


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**For Momentum's Cause Marketing Glossary** goes well beyond providing a single cause marketing definition. Our newly-updated compilation of industry terminology offers professionals at all levels a quick glimpse into the ever-evolving world of cause marketing.

**DOWNLOAD** ↓

### For Momentum Philosophy

- **Collaboration:** We work closely with our clients to ensure success
- **Candor:** We will tell you what you need to hear, not what you want to hear
- **Accountable:** Not everything works out as planned - we own any mistakes and work diligently to fix them