



# Nonprofit and Corporate Partnership Dynamics Survey

## *2020 Induced Shifts and Trends*



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## *TABLE OF CONTENTS*

●	<b>Introduction and Methodology</b>	3
●	<b>About the Survey Participants</b>	4
●	<b>Key Insights</b>	5
●	<b>Survey Results</b>	7
●	<b>About For Momentum and Contact Information</b>	18

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## INTRODUCTION

The unexpected events of 2020 created a great deal of change. Corporations and nonprofit organizations navigated disruption to their respective business models. We were impacted as a community by the clear and compelling need to affect social change and accelerate help to those in need. This combination of factors also impacted Corporate and Nonprofit Partnership Dynamics.

This survey data reveals the shifting partnership dynamics navigated by nonprofit corporate partnership teams. The data addresses changes in revenue, shifts in cause activations and adjustments to workload that occurred within development teams last year, and sheds light on restructuring resources and partnership management expectations for 2021.

## METHODOLOGY

- Online survey fielded January 2021
- Sample size N = 66
- Results captured by third party, Engage for Good
- Quantitative survey

# SURVEY PARTICIPANTS

- 66 nonprofit organizations represented
- Senior leaders surveyed
- Organizations range from mid-size to large national nonprofits
- Wide variety of mission sectors
- Broad range in size of partnership team



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## KEY INSIGHTS

- Despite 2020's tough circumstances, 59% of respondents reported flat or increased corporate partnership revenue, with the largest group (45%) reporting an increase.
- 66% reported a similar or increased number of corporate partners in 2020. However, the largest group (44%) reported a decrease in the number of partners.
- When asked about how specific partnerships performed, 60% reported flat or increased corporate partner dollars or contributions in 2020, with the largest group (44%) reporting a decrease.
- Partnership activations in 2020 were different than prior years. Over half of respondents (52%) reported simplified partnership activations with 1/3 (36%) reporting more complex activations.
- The majority (57%) of respondents reported stable staffing levels in 2020.
- The vast majority (70%) anticipate stable staffing levels in 2021. Over 1/4 (26%) anticipate adding staff.

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## KEY INSIGHTS

- Corporate partnership staff are largely responsible (64%) for both new business and account management responsibilities. Roughly 1/4 of respondents made a change in these responsibilities in 2020 or plan to in 2021.
- A majority of teams (81%) were expected to handle an increased workload. Most commonly (52%), staff were assigned up to 15% more volume. 1/4 of respondents were assigned a standard volume of work in 2020.
- The most common resource provided to partnership teams was new technology. Other common support included additional team support through new positions or restructuring, staff training and wellness programs and agency/consultant support.
- 2020 brought many challenges to managing a partnership team. At the top of the list were challenges with work volume resulting from too much work for too few staff, managing partner challenges and balancing new partnerships with current account responsibilities.

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*OVERVIEW*

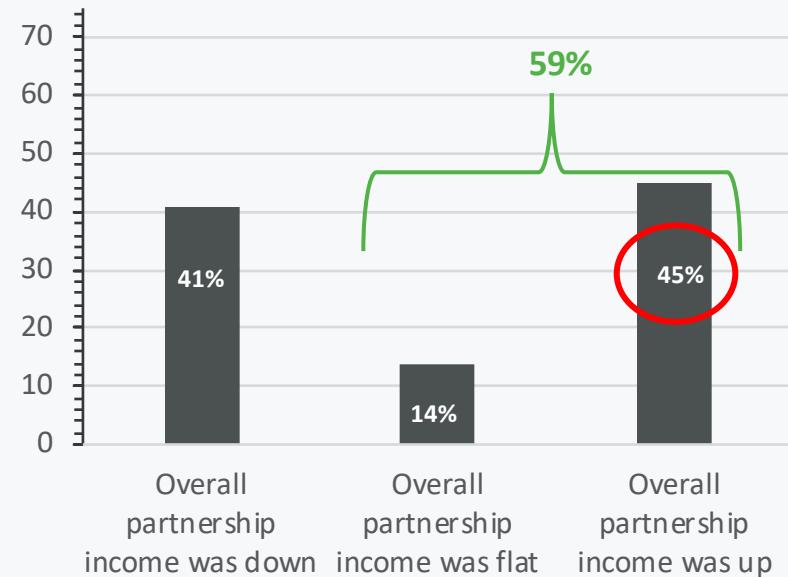
# Survey Results

## 2020 CORPORATE PARTNERSHIP REVENUE

### Key Insights:

Despite tough circumstances, 59% of respondents reported flat or increased corporate partnership revenue, with the largest group (45%) reporting an increase.

2020 Partnership Revenue

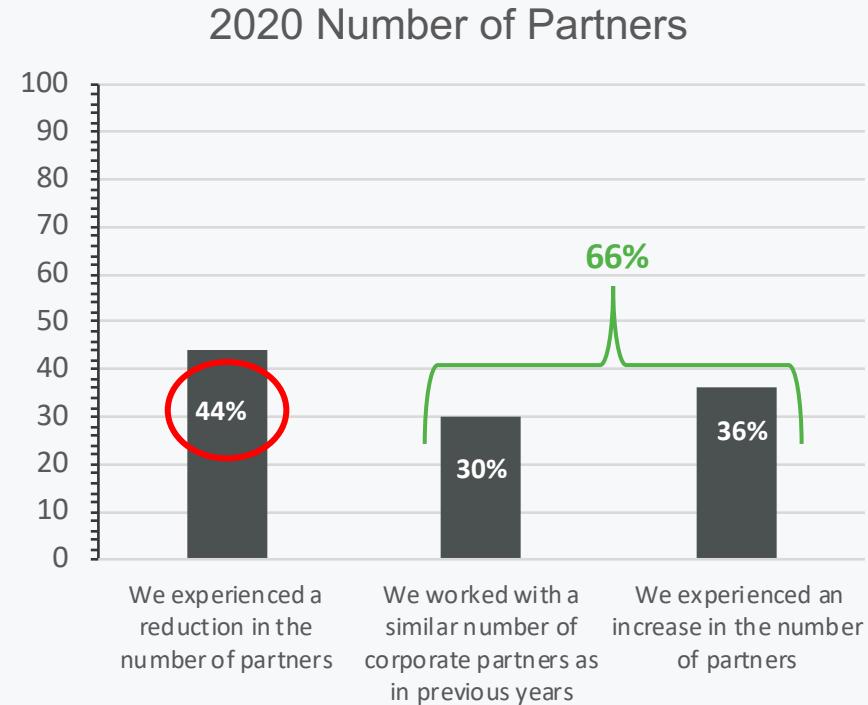


Question #4: Which statement most closely matches the status of your 2020 corporate partnership revenue?

## NUMBER OF CORPORATE PARTNERS

### Key Insights:

66% of respondents reported a similar or increased number of corporate partners in 2020. However, the largest group (44%) reported a decrease in the number of partners.

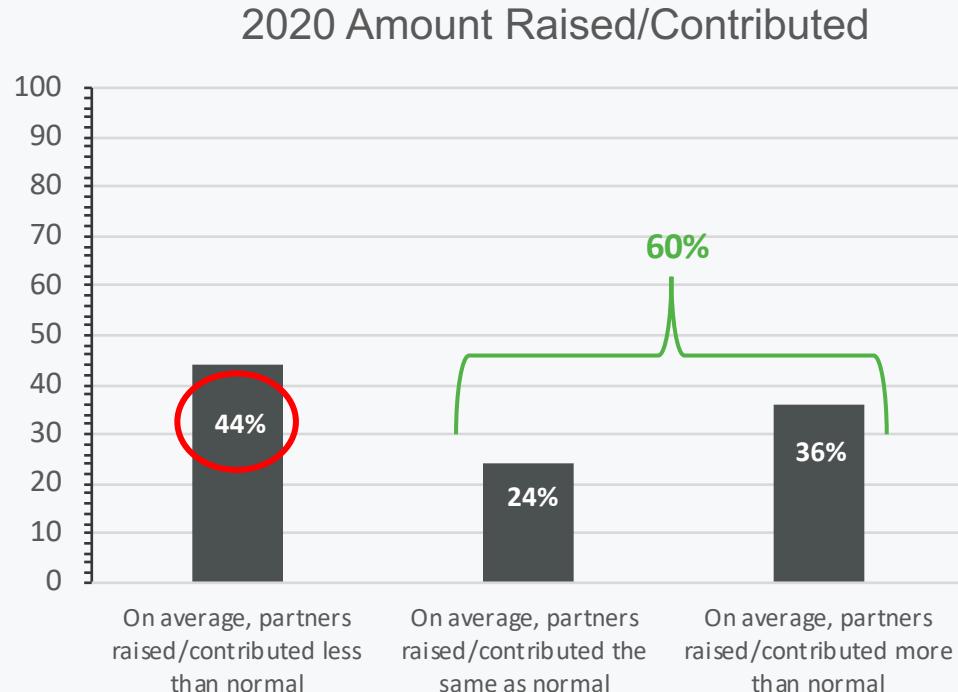


Question #5A-C: Please review the following statements and check all that apply to your 2020 corporate partnership activity. (Check all that apply)

## AMOUNT RAISED OR CONTRIBUTED THROUGH PARTNERSHIPS

### Key Insights:

When asked about how specific partnerships performed, 60% of respondents reported flat or increased corporate partner dollars or contributions, with the largest group (44%) reporting a decrease.

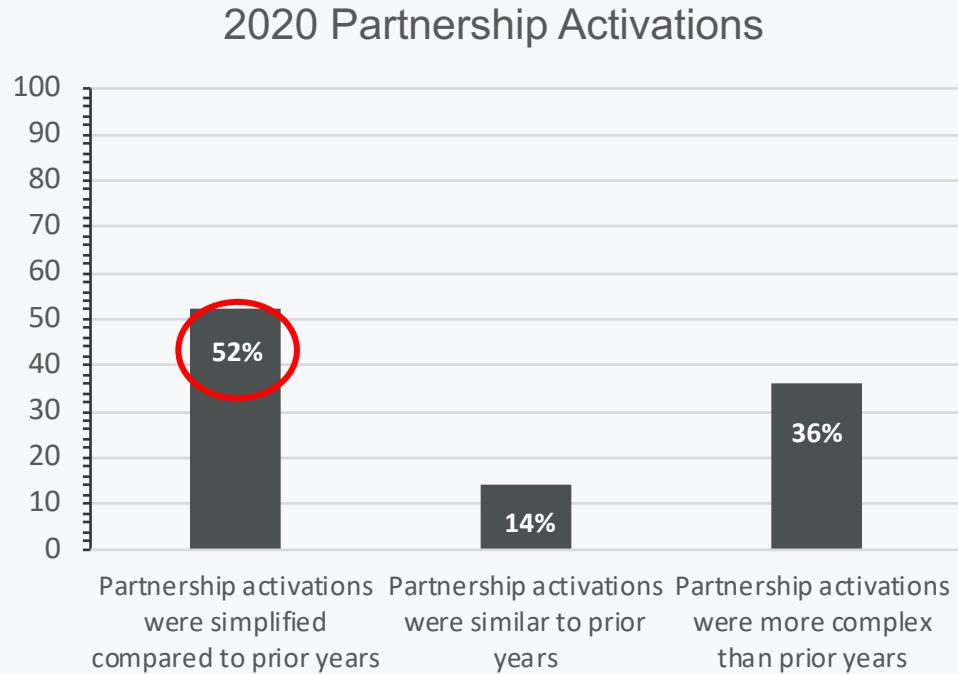


Question #5D-F: Please review the following statements and check all that apply to your 2020 corporate partnership activity (Check all that apply)

## PARTNERSHIP ACTIVATIONS

### Key Insights:

Partnership activations were different in 2020 than prior years. Over half of respondents (52%) reported simplified partnership activations in 2020 with approximately 1/3 (36%) reporting more complex activations.



Question #5G-I: Please review the following statements and check all that apply to your 2020 corporate partnership activity (Check all that apply)

## 2020 CORPORATE PARTNER TEAM STAFFING

### Key Insight:

The majority (57%) of respondents reported stable staffing levels in 2020.



Question #6: Which statement best matches your Corporate Partnerships team staffing circumstances in 2020?

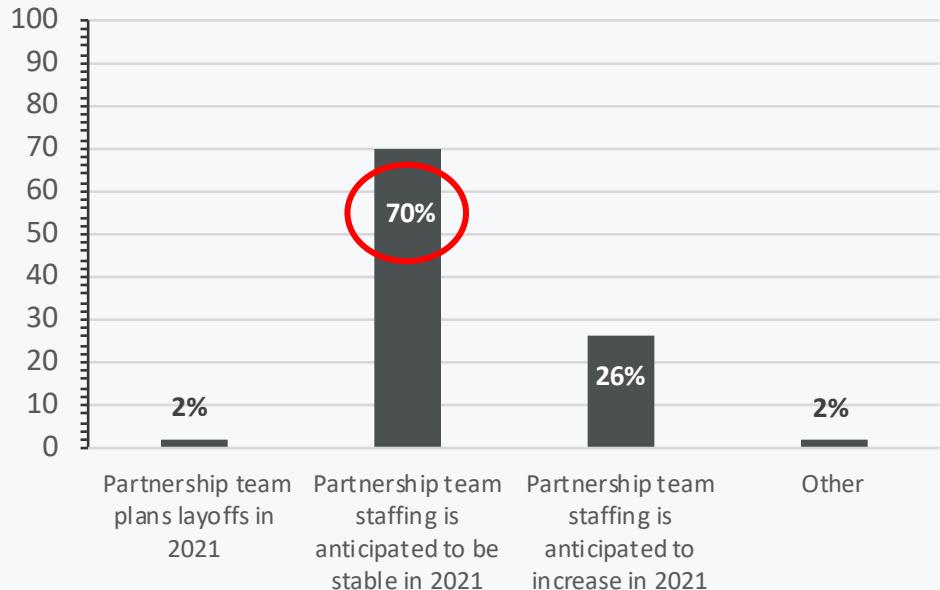
- "It was a mix."
- "The organization implemented a restructure that resulted in layoffs, however some other positions were created during the process."

## 2021 CORPORATE PARTNER TEAM STAFFING PLANS

### Key Insights:

The vast majority (70%) anticipate stable staffing levels in 2021. Over 1/4 (26%) anticipate adding staff.

Future Partnership Team Staffing



Question #7: Which statement best matches your Corporate Partnerships team staffing planning for 2021? (Other Option)

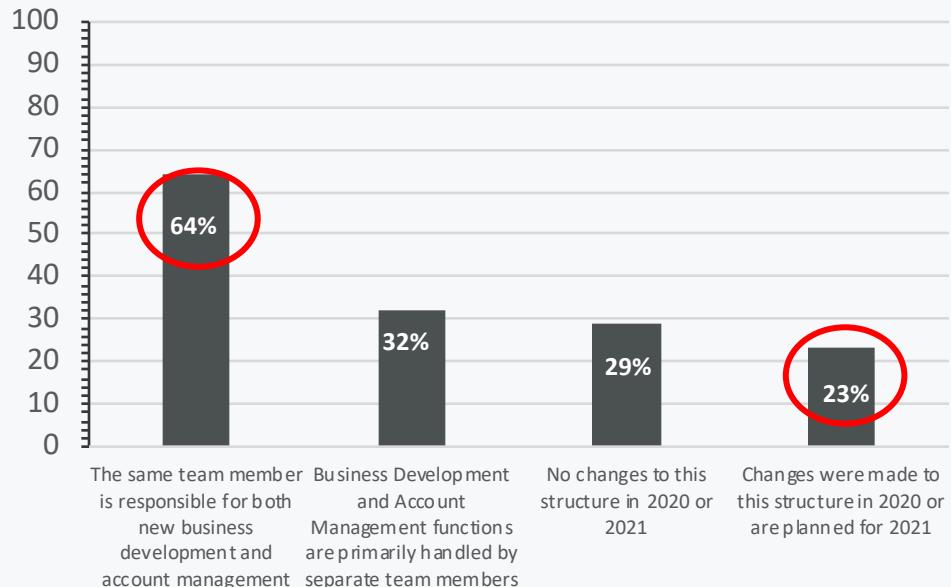
## TEAM STRUCTURE CHANGES

### Key Insights:

Corporate partnership staff are largely (64%) responsible for both new business and account management responsibilities.

Roughly 1/4 of respondents made a change in these responsibilities in 2020 or plan to in 2021.

### Partnership Team Structure



Question #8B: Which structure most closely matches your partnership team's structure? (Check all that apply)

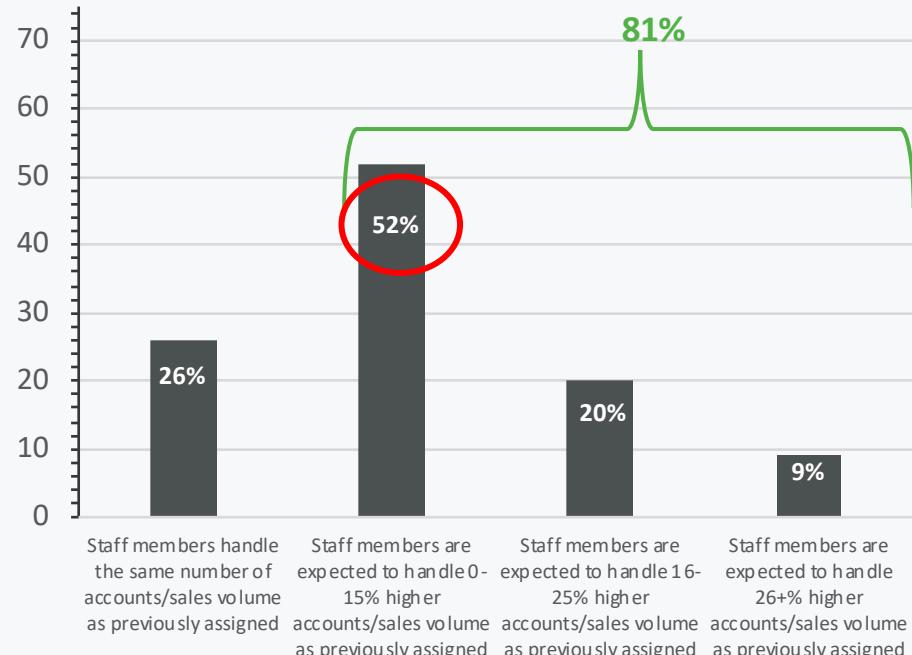
## PARTNERSHIP ACCOUNT ASSIGNMENTS

### Key Insights:

Roughly 1/4 of organizations assigned staff a standard volume of work in 2020.

A significant majority of teams (81%) were expected to handle an increased workload. Most commonly (52%), staff were assigned up to 15% more volume.

### Partnership Account Load



Question #9: Which description most closely matches your partnership account load? (Check all that apply)

## 2020 PARTNERSHIP TEAM RESOURCES

### Key Insights:

The most common (30%) resource provided to partnership teams was new technology. Other common support included:

- Additional team support through new positions or restructuring (24%)
- Staff training or wellness programs (23%)
- Agency or consultant support (23%)



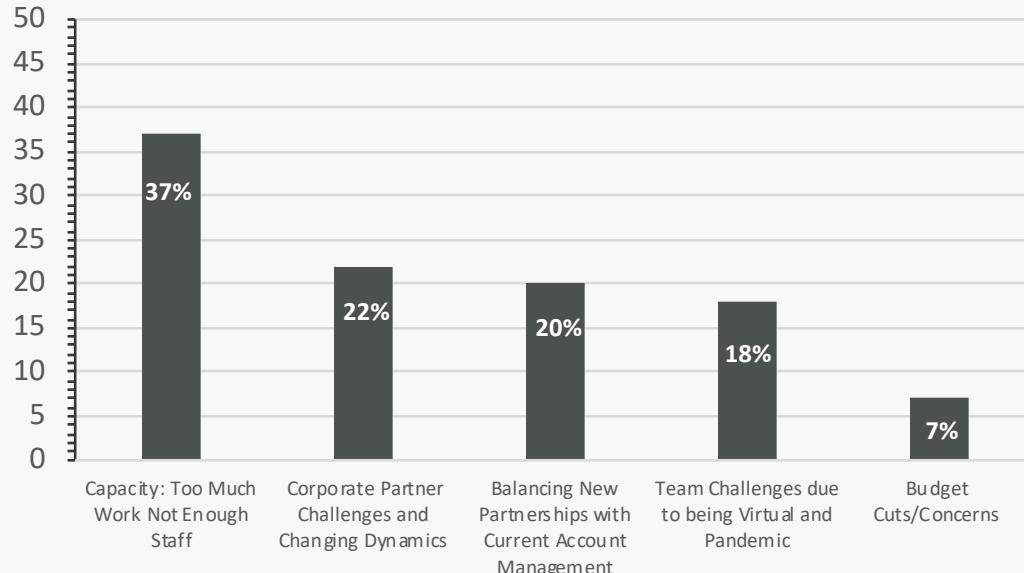
# BALANCING CHALLENGES THROUGH A PANDEMIC

## Key Insights:

2020 brought many challenges to managing a partnership team. At the top of the list were:

- Work volume resulting from too much work for too few staff (37%)
- Managing partner challenges (22%)
- Balancing new partnerships with current account responsibilities (20%)

Partnership Team Challenges



Question 11: What is your biggest pain point/concern related to partnership team management? (Open End)

# ABOUT FOR MOMENTUM



**Founded in 2003 by corporate marketing and nonprofit development executive Mollye Rhea, For Momentum has emerged as a leading cause marketing agency that helps companies and nonprofits prosper through social impact partnerships.**

**For Momentum is privileged to work with some of the most successful and recognized brands in the country. We have extensive experience developing nonprofit brands and building effective strategic partnerships and cause marketing campaigns that raise awareness, funds and engagement.**



The Right Business



The Right Cause



Momentum

## AGENCY FACTS

- Established cause strategies for over 100 nonprofit organizations
- Fostered more than 250 corporate/nonprofit partnerships
- Raised over \$750 million through dynamic cause partnerships
- Conducted more than 100 cause marketing trainings
- Nationally recognized as a thought leader in the cause marketing and CSR landscapes

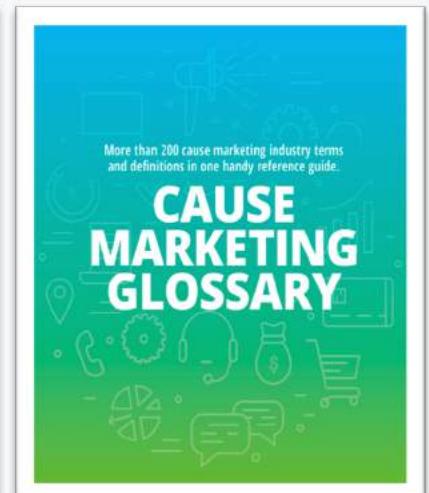
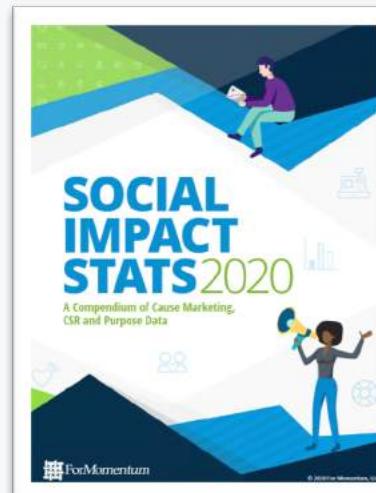
## ADDITIONAL SOCIAL IMPACT RESOURCES



Download additional resources:  
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