

3 Proven Steps That Will Get New Corporate Partners











What you'll learn today

01

Overview

02

3-step process

03

How to find partners

04

Email template

% of sales donated
skills-based support
annual giving

volunteers
individual donors
in-kind donations
cause marketing

matching gift program

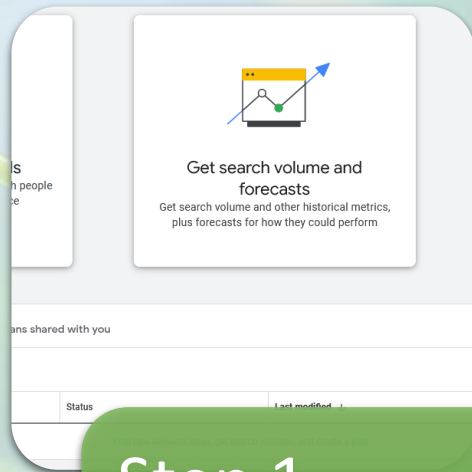
program sponsors

workplace giving program

new subscribers event sponsors
major donors *volunteer grants*

If you serve people
they will be attracted to you.





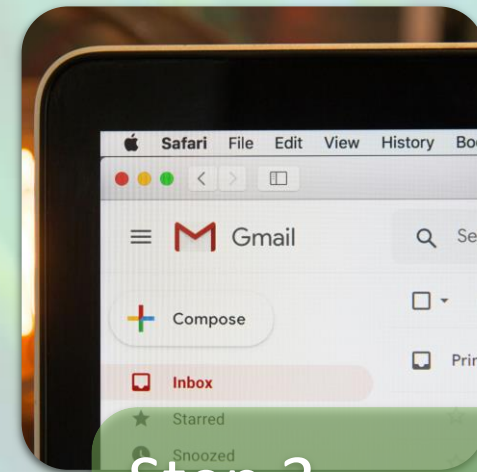
Step 1

- Understand needs
- Create a resource



Step 2

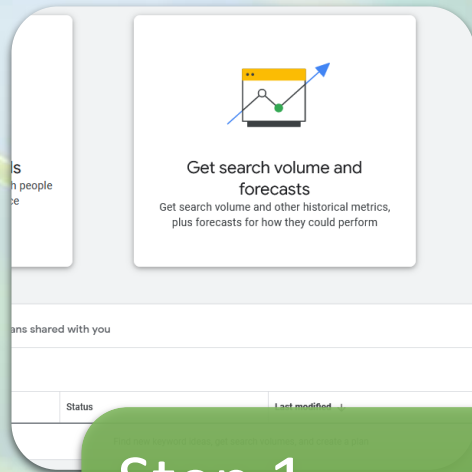
- Offer the download in exchange for subscribing



Step 3

- Cultivate new subscribers via email

- Pet owners & animal sanctuaries
- Love to cook + host & food banks
- Camping & clean water



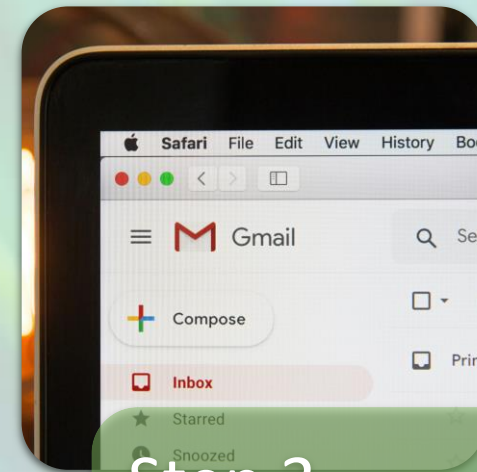
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What do companies want?

Content collaboration!



Examples

- Animal Sanctuary + Pet Products
- Anti-human trafficking + Family Safety Apps
- Food banks + Chefs / Restaurants

Not Your
Bubbe's
Recipe Book



Compiled & edited by Maot Chitim of Greater Chicago

**Your nonprofit's
program expertise**



**Corporate Partner's
subject matter
expertise**



**Co-created content to attract new
audiences for both partners**

Step 1

- Understand your donors' needs
- Create a list of potential digital resources

What topics would most interest you?

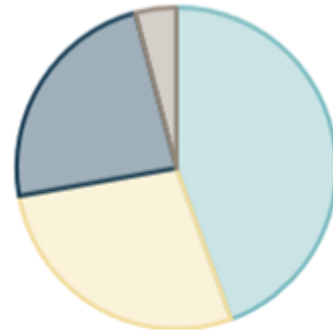
139 out of 139 people answered this question.

recipe book with healthy recipes for each of the holidays (passover, rosh hashanah, hannuka

 A guide to Shabbat for the modern family: how to disconnect to connect

sharing recipes, heartwarming stories, and activities to help your kids/ grandkids have fun and

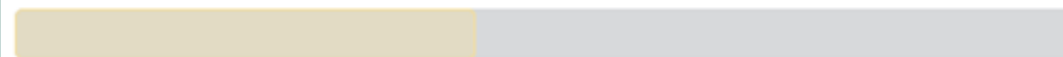
 Other



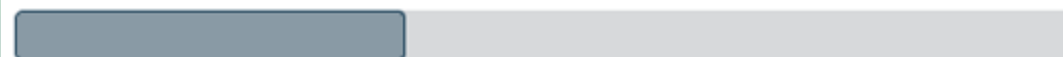
A recipe book with healthy recipes for each of the holidays (passover, rosh hashanah, hannukah, others?) 96 / 139 (69.1%)



A guide to Shabbat for the modern family: how to disconnect to connect 60 / 139 (43.2%)



A guide to Passover: sharing recipes, heartwarming stories, and activities to help your kids/ grandkids have fun and get involved in the Seder meal 51 / 139 (36.7%)



Step 2

- Make a list of potential corporate partners
- Reach out to those partners via email/DM



Factors for Ideal Partners

1. Expertise
2. Values
3. Size & persona of their audience
4. Revenue

Steps to Reach Out

01

Who to contact

02

How to contact

Cold Email Framework

01

Hook

02

Anchor

03

Win

04

Ask

Step 3

- Collaborate
- Follow up & keep building



Ideas for collaborating

- Provide market research
- Use content they already created
- Ask for their marketing support
- Share audiences



What you're offering them

- Positive publicity / branding
- Supporting their values
- Employee engagement
- Free advertising!
- New audiences



Follow-up & keep building

1. Plan cross-promotion
2. Thank them publicly (social media)
3. Plan next collaboration
4. Ask how you can help them reach their goals
5. Ask for an introduction

Get the Corporate Partnerships Attraction Kit

<https://yourbeeline.com/attracting-corporate-partners/>

- 30% - 50% success rate
- 30+ ideas to find & contact new partners
- 4 outreach templates
- team@yourbeeline.com



Q & A

team@yourbeeline.com