



CHARITABLE GIVING KC

Connecting Hearts & Minds

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In our Connecting Hearts and Minds emails we share articles and resources with you that we think will enhance your nonprofit knowledge database and give you ideas for your own nonprofit work based on our experience.

Why You May Need to Rethink Your Corporate Sponsorship Program

As we all know, or we should know anyhow, individual donors give for very different reasons than companies do. That means having a one size fits all donor levels vs. a separate program for individuals and for corporate donors is a big no no.

That being said, how do we know how to differentiate between reasons for giving for individuals and companies? Also, you need to understand how and why you are creating these levels in the first place. Once you know for whom and why you are creating your donor levels, it is much easier to go about creating levels that will influence your donors to support your organization in a way that is beneficial to them and to you.

Corporate Giving

In contrast to individual giving, corporate giving is less focused on the "feel good" elements of giving and much more on the true value their company will receive from participating as a sponsor. Many organizations have corporate giving levels that are similar to individual giving levels but with much higher dollar values and different sorts of promotional opportunities and recognition. The lack of customization is less work and easier for the busy nonprofit professional to organize and run.

But what if you got creative? What if you started to think outside of the box and customize the packages you are providing for different corporate sponsorships and focus on targeting specific corporations who would "fit" well for the particular sponsorships? Yes, it is more work, however, the value you provide with the customization helps to encourage future sponsorship with that corporation because they are truly seeing how you set the sponsorship up in a way that provides true value to them.¹ Remember, THAT is exactly what the corporations are looking for!

To help you see the value of this method, we want to provide you with examples of how you can make your corporate sponsorship more customizable. Let's say your nonprofit has a mountain or wall climbing fundraiser where if the participant raises enough funds they are allowed to rappel down the wall or mountain. Instead of doing the traditional gold/silver/bronze

sponsorships you could develop a more customized approach. Take a look at the different elements of the event that have the potential for sponsorships. For the event you obviously have people wearing helmets, the mountain or wall itself, gloves for those rappelling, other climbing gear, landing pad at the base of the wall, etc. A good way to customize would be to target a health care or insurance company for the helmets because they are focused on safety and they could have their logo on the helmets. Or an outdoor/sporting goods store for the gloves or other rappelling supplies and include their logo on that. It really just depends on the different elements of your event and the way you can tie the sponsorship along with your mission to the actual company and their values and interests. Depending on the event, there are many creative ideas you can come up with and then target the appropriate corporate sponsors.

Again, fundraising and corporate sponsorships are no longer a one size fits all model and the more you are able to customize your program the better you will be able to relate it to your potential corporate sponsors and be well on your way to securing large amounts of corporate funding!

Up Next? Stay tuned for our next *Connecting Hearts and Minds* article in a few weeks!

Sources:

1 Locke, Danielle. October 18, 2021, "Rethinking Corporate Sponsorships." *Locke Step Partners*.
2 Heim, Marcy. 2021, "The Artful Asker"

Sources and additional information is linked below:

[Locke, Danielle. October 18, 2021. "Rethinking Corporate Sponsorships." Locke Step Partners.](#)

Quote of the Week

"Sponsorship today requires genuine engagement and a belief in the shared goals of the partnership."²

Marcy Heim

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