

The Art of Asking

Partnership Building 101:
Finding the Right Partners

Summary

- ▶ Introductions
- ▶ Volunteers
- ▶ Making the Ask--Where do you start?--What do you ask?

Exercise

- ▶ Building Partnerships—Volunteers--Corporations

Exercise

- ▶ Key Take Home Messages what you need in your chapter contact schedule social media advertising, partners,
- ▶ Open Discussion

Volunteering

America's Past Time



63 million volunteers • 8 billion hours • \$193 billion-est.

Who Are These Volunteers?

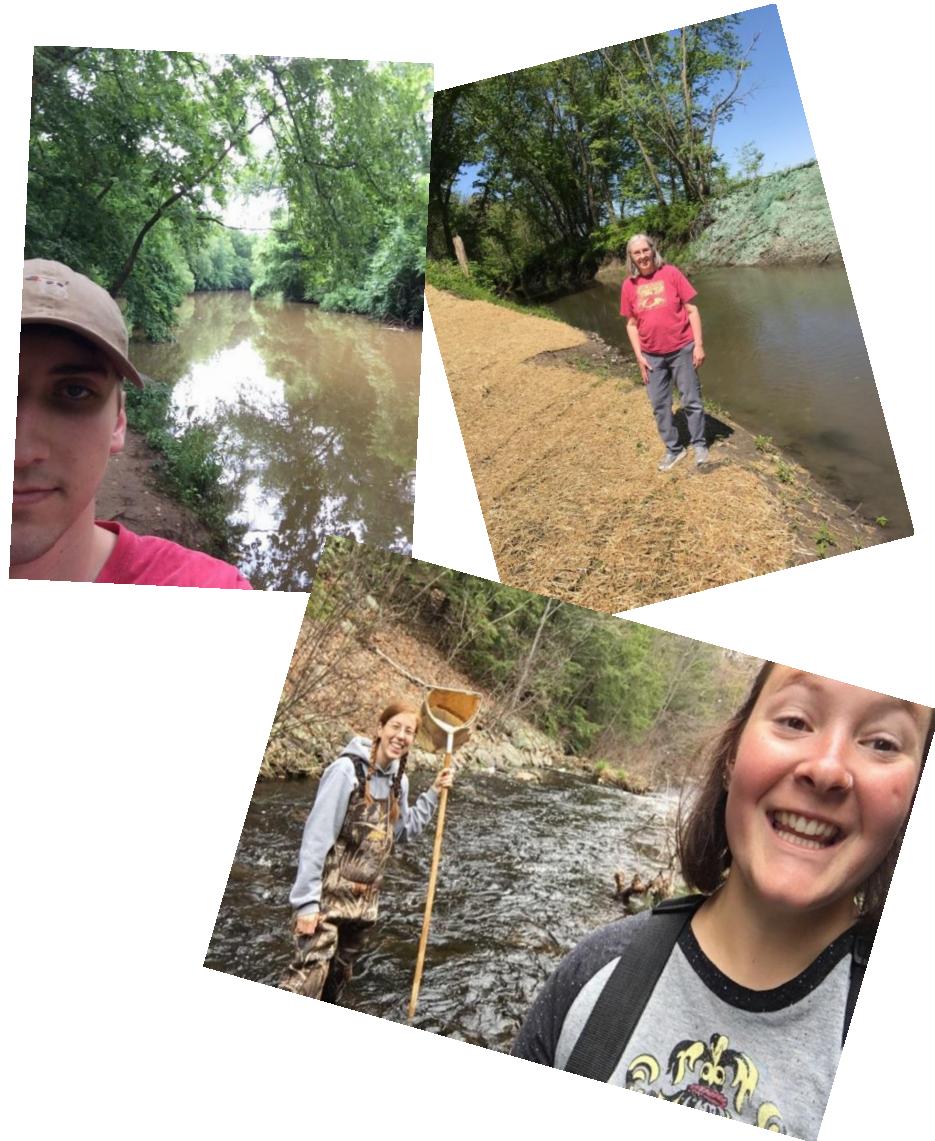
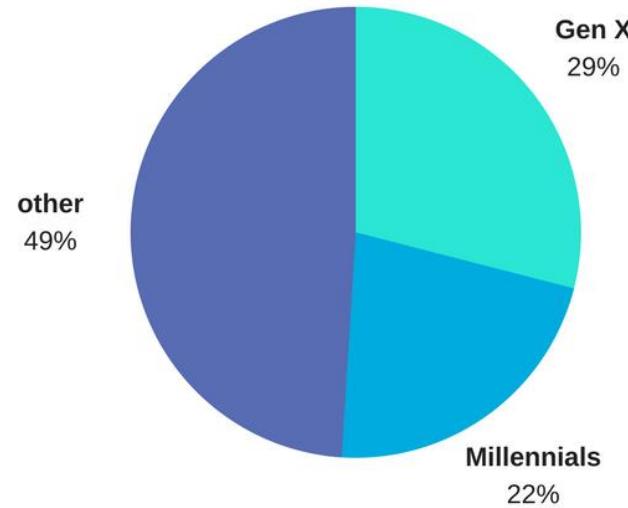
63% Volunteer monthly or more often

42% Found out about the opportunity through personal contact

39% Prefer a regular schedule

1 in 4 Adults volunteer through an organization

Demographics of Volunteers



Getting Involved?

89%

Adults volunteers became interested when directly asked by another individual

2 x

More likely to donate to charity vs non-volunteers

3.6 hrs Per Week



Audience?

Baby Boomers Volunteering

- ▶ Highest volunteer rate of any age group
 - 3 out of every 10 Baby Boomer volunteers choose not to volunteer in the following year

- ▶ Challenging Assignments
 - Strategic planning
 - Volunteer management
 - Coordination and marketing



Volunteer Wanted Ads



Volunteering & Giving

Treat volunteers like donors

- The more positive the experience they have the more they will come back
- They want to know what their donation of time is going towards
- Treat volunteers as a valued partner



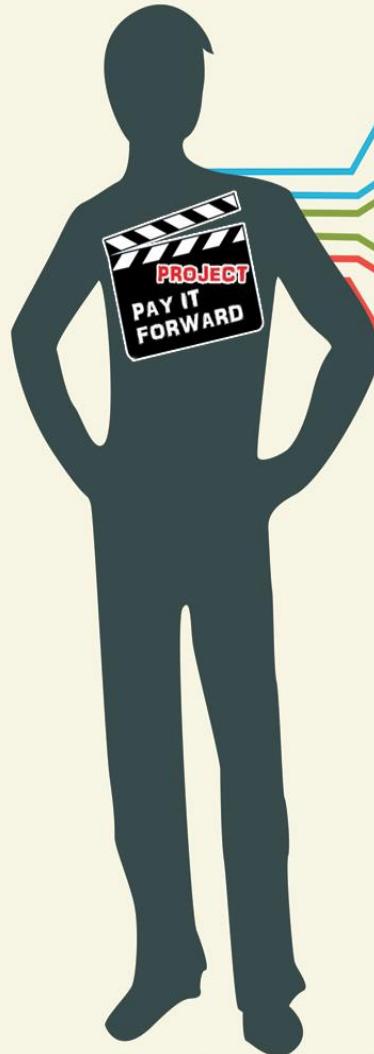
Volunteering & Your Health



- ▶ Increases one's sense of purpose
- ▶ Enhances social network
- ▶ Greater satisfaction for retirees than those that work for pay



Health Benefits of VOLUNTEERING



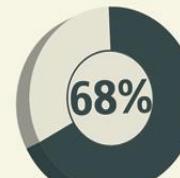
Volunteering reduces the body's stress and also releases endorphins (the brain's natural painkillers)*

95% of individuals feel good after volunteering*

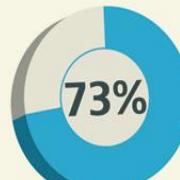
Regular volunteers were 10 times more likely to be in good health than people who didn't volunteer*



said volunteering makes them feel happier**



said volunteering makes them feel healthier**



said volunteering makes them feel less stress**



said volunteering helps them sleep better**

*Based on Dr. Allan Luks' research

**Based on Dr. Stephen Post's research in a survey about helping (an average of 100 hours/year)

Enriching the Experience

- ▶ Recognize volunteers
- ▶ Provide training
- ▶ Provide professional development
- ▶ Screen volunteers
- ▶ Match them to the right task

Exercise Job Spec & Volunteer Event



Partnering

▶ Corporations

- Enhance it's brand
- Reputation
- Credibility

▶ NGOs

- Access to FUNDING
- Access to resources
 - People
 - Services



Determine your Potentials List

- ▶ Look for companies with a strong presence in your community
- ▶ Identify those with commitments to your organization's cause
 - Corporate headquarters in your region
 - Branches of large companies
 - Local businesses
 - Local sports teams
- ▶ Other Like minded organizations, schools, faith based organizations

Think about the Challenges

- ▶ How compatible are the goals & culture of the parties?
- ▶ How will each gauge success & impact?
- ▶ How much of the relationship depends on personal connections?
- ▶ How will shifts in priorities affect the working relationship?

Leverage Personal Relationships

- ▶ Ask committee and members for contacts they may have at corporations on your list of targeted prospects:
 - Bring a clipboard w/ sign up sheet so members can list out those they know or suggestions
 - Ask committee and members whether they're willing to do the outreach directly, whereby they sign the letter –or– if they prefer letter comes from you with them referenced within the body.
 - Ask them to follow up with a call

Developing Your Ask

- ▶ Prepare a well thought out program with variety of options
 - What did you do last time
 - What worked and what needs to be changed
- ▶ Share your target audience for the event
 - Number of guests
 - Demographic
 - Other organizations

What's in it for them?

- ▶ Brand Building
- ▶ Marketing
- ▶ Meets their charitable goals

Craft your Letter

- ▶ 1 page, no more
- ▶ First paragraph list anyone connected with the company and the chapter
- ▶ Include
 - Name of the event and logistics
 - Your mission or goal of the chapter and the event
 - Proofread the letter
- ▶ Make it personal

Outreach

- ▶ Previous corporate sponsors
- ▶ Referenced sponsors. Those personal contacts from your Board or committee
- ▶ New sponsors. Commonly referred to as ‘Cold Calls’ since there is no ‘warm lead’. Usually the most difficult category of prospective sponsors, often solicitation committee members get discouraged

Follow Up

- ▶ You must assume prospective sponsors will not contact you directly; it is your responsibility to contact them.
- ▶ After you make the ask—always follow-up via phone within five to seven
- ▶ If someone does not return your call, that does not mean they have said “No to you.

Deliver what you Promise

- ▶ You can never express enough appreciation for the support of corporations with regards to your event.
- ▶ Follow-up after the event with a final thank you. This will also give you the opportunity to let them know how their participation helped achieve the success of the event.

Be Passionate

- ▶ If you and your committee are enthusiastic about the cause it will shine through and will be infectious to people around you.
- ▶ Don't be afraid
 - A No is not a rejection
 - Remember to share what you've learned with others. After you've been successful at corporate solicitation others can learn from your efforts.

Exercise Corporate Ask



Final Thoughts

society action
business
volunteerism service
communities
nonprofit honor
vibrant change
senior youth group
skills program
volunteers
build connections
hope service
diverse
Thank You volunteer
family thanks heart prosperous
preparedness difference
community retired
mission corporate
celebrate
HandsOn traditional emergency
friends actionaction