



Take the Money, But Don't Run

Here are some creative ways to persuade companies to pay you money.

" **W**hy do companies want to take part in your nonprofit organization?" asks Nancy Frede. Because they want to sell to your members, your customers, your clients, and your donors.

And why would a nonprofit want to get involved in a corporate sponsorship? Because it provides cash flow and increased visibility to a new marketplace.

Frede, speaking on finding hidden sponsorship dollars at the American Society of Association Executives (202-626-2723) and the Professional Convention Management Association (312-423-7262), is president of MarketSense (267 Beacon Street, Framingham, Massachusetts 01701, 508-872-6830, nfrede@aol.com, www.nonduesrevenue.com), which helps create, develop, and sell non-dues revenue strategies for nonprofits. She notes that corporate sponsorships and partnerships are the perfect example of a win-win situation. Partnering with corporations should be part of every nonprofit's marketing program, she believes. Yet some nonprofits are leery of the idea till they discover what a painless way it is to earn money.

She gives the example of a nonprofit organization that had spurned corporate sponsors. Finally, the executive director let a company sponsor a coffee break at one of the nonprofit's meetings. The company paid for all the refreshments. The only thing it asked in return was to place a small banner near the refreshment area. In the end, the nonprofit was pleased that it received unexpected revenue from the company. The company was delighted to pay for visibility to decision makers who might purchase and recommend their product.

Companies will spend money on your organization if you give them the opportunity to interact with your members, board of directors, or leadership at meetings, events, by fax, e-mail, or through the mail. Here are a few ideas:

- 1. Find a corporate sponsor for your fax or e-mail announcements.** Reproduce the corporation's logo on your announcements.
- 2. Let companies help sponsor a survey of your members.** If you have a 10-question survey, for example, sell three of the questions to a sponsor. You'll get the survey paid for, and you'll only have to give the sponsor the results of those three questions.
- 3. At a meeting or convention,** get a company to pay for notepaper by putting the sponsor's logo on the paper. Place the paper in the packet you give the participant at registration.
- 4. Include a company's brochure** with your dues mailings or workshop offerings. Let the company pay for the mailing.
- 5. Have companies sponsor your educational programs** and meetings. In return, give them a free ad in your program booklet, recognize them from the podium, and put their company give-aways in the event bag.
- 6. Recognize a company in your monthly newsletter** and other publications. Allow the sponsor company to put an insert into the mailing. Have the company pay the postage.
- 7. Arrange for a company to set up and maintain a Web site for you** in exchange for mention of the company on the Web site.
- 8. Let a company use your organization's name** in selling their product in return for giving you a percentage of the profits.