

Ten Ways to Provide Value to a Business Partner & Income to Your Nonprofit

The more goals you can help corporations meet, the more eager they'll be to partner with you for mutual benefit.

By Karen Eber Davis

Do you want to earn more income from corporate partnerships? Of course!

To do so, you need to convince corporations how you can help them meet their goals. Here are 10 objectives that deal with customer growth. Each focuses on helping a business woo customers — a common business goal. Each provides high value to growing concerns. Each provides the opportunity for you to design several customized ways to meet the corporation's objective.

Recognition

1. You can move a potential customer from never having heard a business name to recognizing it with a prompt.
2. You can move a potential customer from never having heard a name to recognizing it *without* a prompt.
3. You can remind potential customers of a business name and service or product.

Permissions


4. You can invite a potential customer to sign up for a business promotion.
5. You can encourage a potential customer to open an e-mail or print mail.
6. You can encourage a potential customer to remain on a mailing list.

Interactions

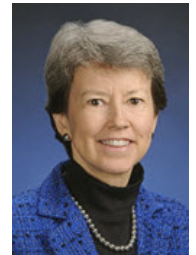
7. You can encourage a potential customer to accept a call from a business.
8. You can encourage a potential customer to initiate contact with a business.
9. You can encourage a potential customer to try a business service or product once.
10. You can encourage repeat business.

“Offer these instead of the weary bronze, silver, gold opportunities.”

“Help the business woo customers – a common business goal.”

As you develop partnerships, offer some or all of these objectives at different cost ranges instead of the classic but weary bronze, silver, gold opportunities. Help your business partner choose the objective. Then decide what the total cost will be and what you'll do to help the corporation meet the objective. 

Karen Eber Davis (karen@kedconsult.com) is an expert in maximizing philanthropic impact. She is the author of 7 Nonprofit Income Streams: Open the Floodgates to Sustainability! and Let's Raise Nonprofit Millions Together. Sign up for her free newsletter "Added Value" at kedconsult.com.



More Ways to Provide Value

For more ideas on selling businesses on the value of partnering with your organization, turn to articles such as these at NonprofitWorld.org:

Pitfalls to Avoid when Seeking Corporate Support (Vol. 34, No. 4)

Increase Donations from Local Businesses (Vol. 23, No. 4)

How to Solve the Biggest Problem with Corporate Giving (Vol. 36, No. 2)

For-Profits and Nonprofits Meet Missions Together (Vol. 25, No. 4)

Boost Your Share of Corporate Partnerships (Vol. 22, No. 1)

How to Target Corporations to Diversify Your Funding Mix (Vol. 25, No. 1)

Enlightened Self-Interest: Selling Business on the Benefits of Cause-Related Marketing (Vol. 15, No. 4)

The Care and Nurturing of Corporate Friends (Vol. 14, No. 1)