



I Live Here
I Give Here®

Positioned for Partnership: Making Your Nonprofit Corporate Ready

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**Building relationships with corporations is
different than working with donors.**

**Their motivations and mechanisms simply
are not the same.**

Finish this sentence:

*The hardest part of
corporate philanthropy is...*

A Tale of Two Chubbies



Corporations

- CSR strategies
- Business goals
- Brand reputation
- Employee engagement

Donors

- Personal passion
- Emotional connection
- Values driven



Difference #1 Motivations

Corporations

- More structure to process
- Multiple stakeholders
- Longer timeline
- Strategic alignments

Donors

- More direct process
- Fewer stakeholders
- Simpler decision-making
- Personal alignment



Difference #2 Mechanisms

Corporations

- Robust, formal agreements
- Multiple partnership avenues
- Employee engagement

Donors

- More direct engagement
- Less formalized mutuality
- More flexible interactions
- See contributions at work



Difference #3 Engagement

Corporations

- It's business
- Responsibilities/Reporting
- Metrics for Success
- Community Visibility

Donors

- Transparency, not formality
- Personalized communication
- Narrative, relational focus



Difference #4 Expectations

Opportunities Exercise



A Program or Event	A Clear Benefit	A Barrier

Opportunities Exercise



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A Program or Event

Our annual
back-to-school drive

A Clear Benefit

It gives their
employees a chance
to connect with our
mission

A Barrier

I'm not sure who to
approach inside the
company

Opportunities Exercise



A Program or Event	A Clear Benefit	A Barrier
Sponsor Annual Gala that is raising money for new Activity Center	Get to be listed in program, logos placed at event, company name on buffet spread, included in Gala communications,	Company only supports NPOs where their employees can volunteer

Opportunities Exercise



A Program or Event	A Clear Benefit	A Barrier

6 Habits for “Corporate Ready”



A Mission that Connects

Practice #1

A Horizon Point: A clear mission statement provides stability and a focal point for relationships.

Shared Values: Clear alignment helps create a more seamless and effective partnership.



Co-Creator Approach

Practice #2

Be Curious: Ask questions about their goals and needs.

Mutuality and Respect:
Approach the partnership as a collaboration between equals.

Make a Plan, Work the Plan:
Set clear expectations and measurable goals.



Clear Impact Reporting

Practice #3

Sustainable Relationships:

Explain how you measure success and then show them.

Future Funding: Corporations may be more willing to continue or expand partnership based on proven impact.

Keep it Simple: Streamline your impact reporting to both donors and corporate partners.



Meaningful Engagement

Practice #4

Engagement Opportunities: It's easy to tell when something is "thin."

Whatever it is, Make it Real: People want to feel like they are part of the action. When planning ways to engage, make sure participants get as close to the mission as possible.



Plan for Scale

Practice #5

Leverage Your Strengths:

Understand what makes you valuable. No your lanes and build from there.

Be Flexible: How adaptable are you to the needs of different different companies?

Strategic Fit: Show companies that you can meet them where they are.



Trust Word of Mouth

Practice #6

Community Reputation:

Positive word of mouth in the social impact community can significantly enhance your nonprofit's reputation and attract more corporate partners.

NEXT STEPS

- Pick one corporate opportunity to pursue in the next 30 days
- Identify:
 1. Opportunity
 2. Benefit
 3. Barrier
- Commit to **one actionable next step** this month.

Take Aways

- Corporate partnerships are **strategic, not transactional**
- Alignment, clarity, and trust are essential
- Meaningful engagement + measurable impact = long-term success
- Small steps today lead to lasting relationships

Feedback? Questions?

Fall and End of Year Giving Opportunities

Send I Live Here I Give Here your volunteer opportunities, supply drives, and giving events for this Fall and end of year. We want to make sure our corporate community is informed of ways to engage with your mission.

Email Charli Krause

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Thank You!

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