

Beyond Volunteering

Building nonprofit-corporate partnerships

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Goals

1. Demonstrate that deeper partnerships with companies are possible and worthwhile.
2. Explore what your organization's assets and strengths are, and how they could be valuable to companies.
3. Start thinking about companies that your organization could develop a deeper partner with.

Disclaimer #1

I am not an expert.

Disclaimer #2

I will be talking about the **nonprofit-corporate relationship**.

If you are specifically interested in:

- Tools for **measuring** results → Beth Steinhorn
- **Marketing** for recruitment → Rick Lynch
- The power of **storytelling** → Nikki Russell

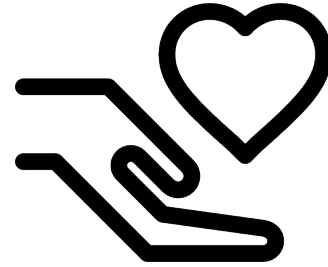
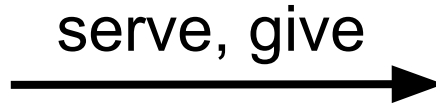
Why bother with companies?

- Companies have a large scale of resources -- breadth and depth.
- Companies have unique resources that nonprofits need,
 - e.g., volunteer help during weekday daytime hours.
- Companies will likely be around for a long time.
- Nonprofits have resources that are uniquely valuable to companies.

Today's nonprofit-corporate relationship?



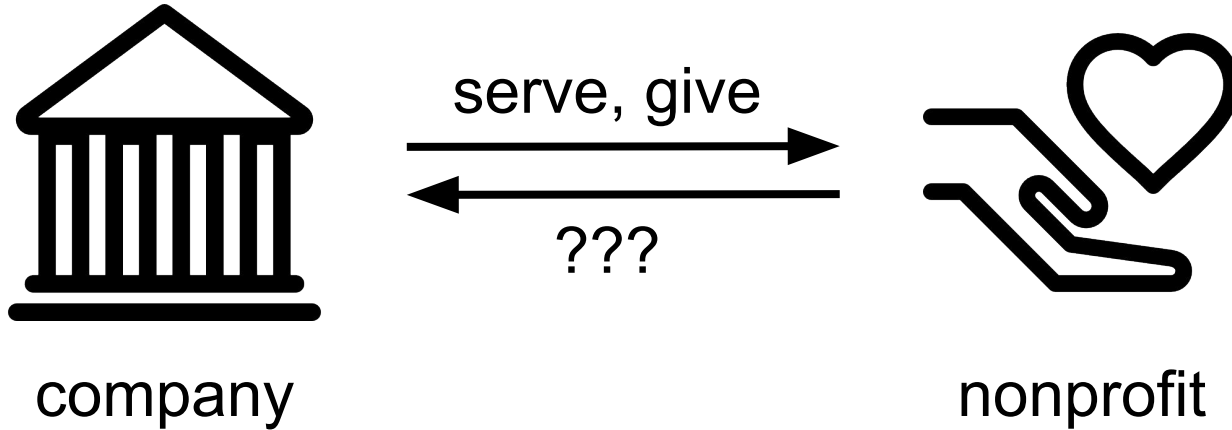
company



nonprofit

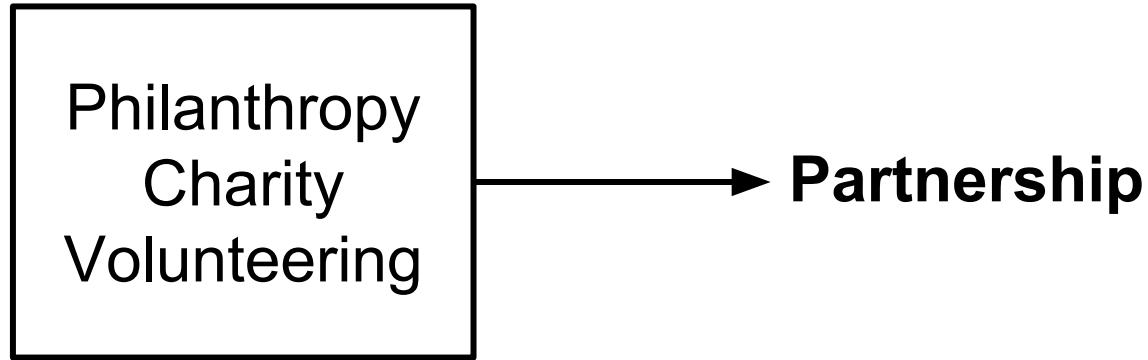
unbalanced, unsustainable

Tomorrow's nonprofit-corporate relationship?



balanced, sustainable

Going beyond...



Example: Solid Ground and HomeStreet Bank

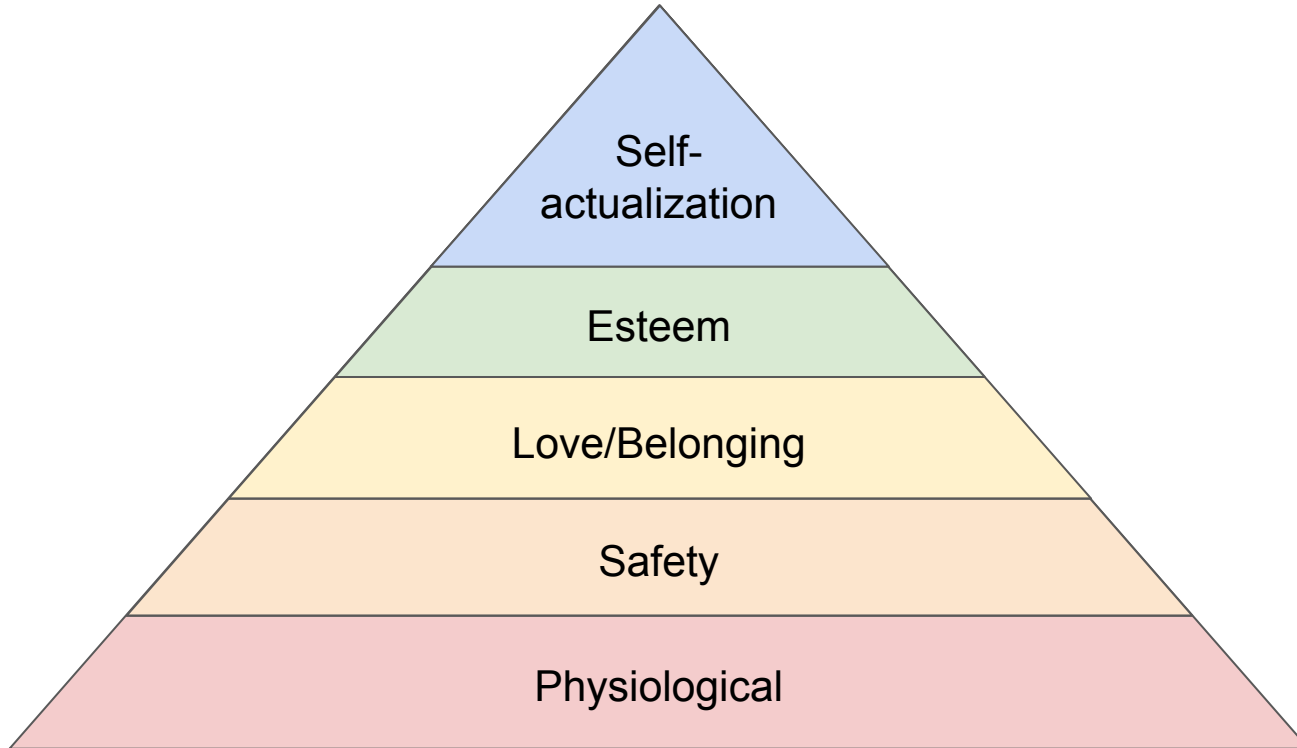
- Grants, fundraisers, volunteering
- Board of directors seat
- Financial presentations for low-income families
- Employer-assisted housing program
- Supporting a nutrition class for people at risk of hunger or malnutrition

Strategic partnership

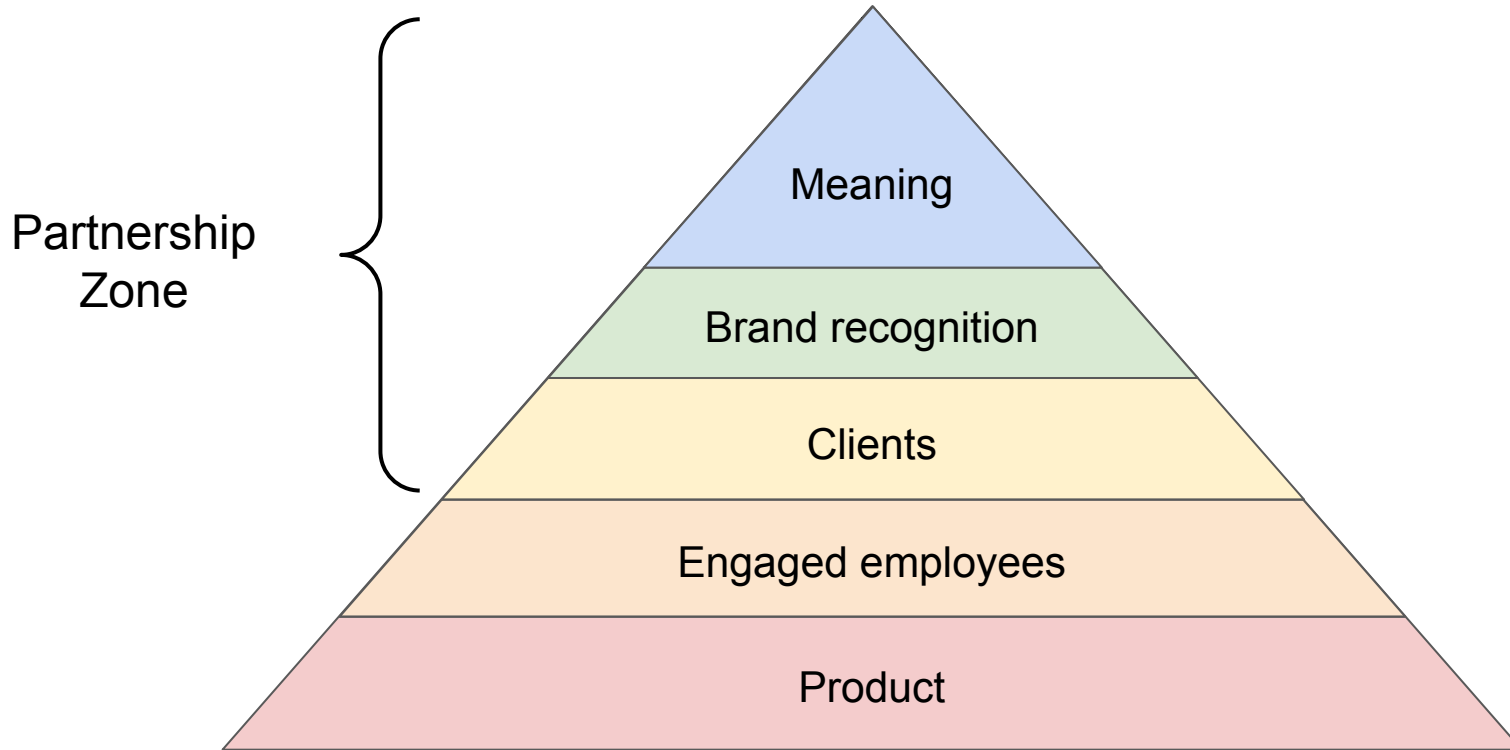
“Typically two companies form a strategic partnership when **each possesses** one or more **business assets that will help the other**, but that each respective other does not wish to develop internally.” - Wikipedia, [Strategic Partnership](#)

What do companies need?

Borrowing from Maslow's Hierarchy of Needs....

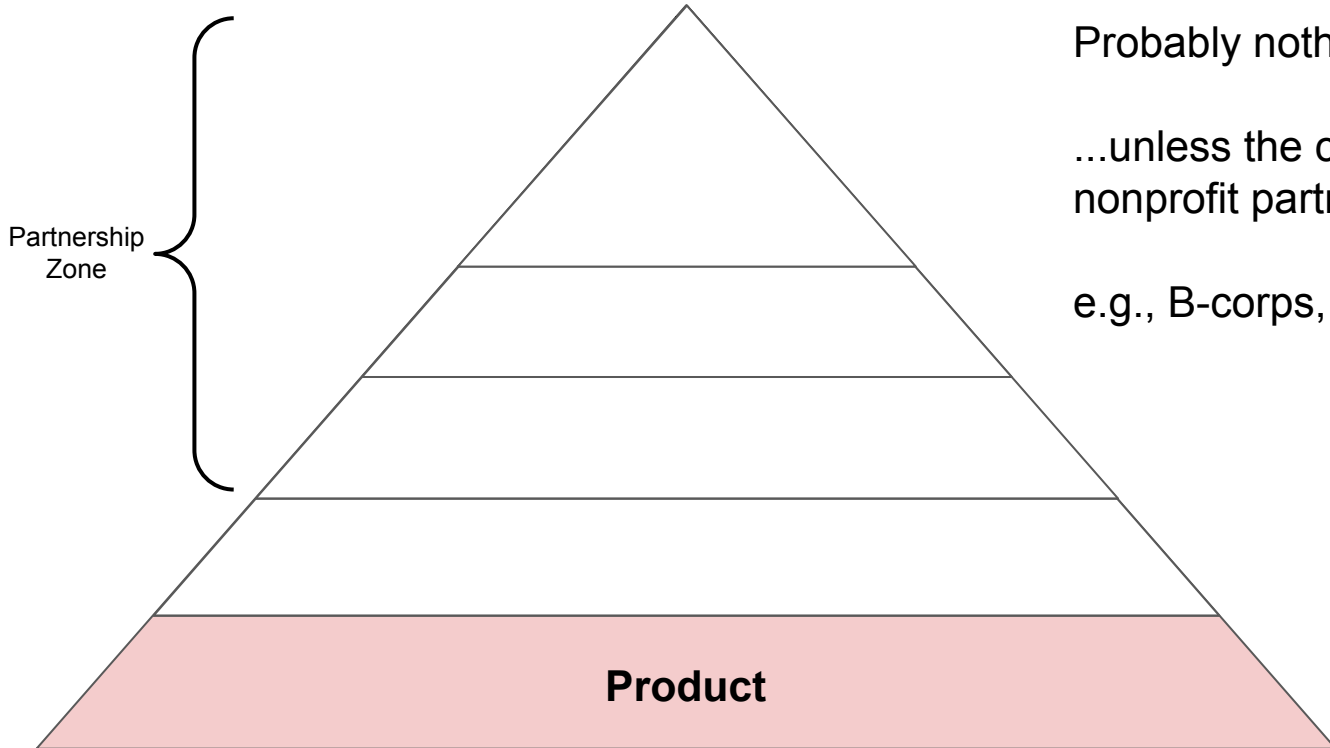


What do companies need?*



* Adapted from http://www.huffingtonpost.com/abhishek-seth/maslows-hierarchy-of-corp_b_3756841.html

What can nonprofits offer?

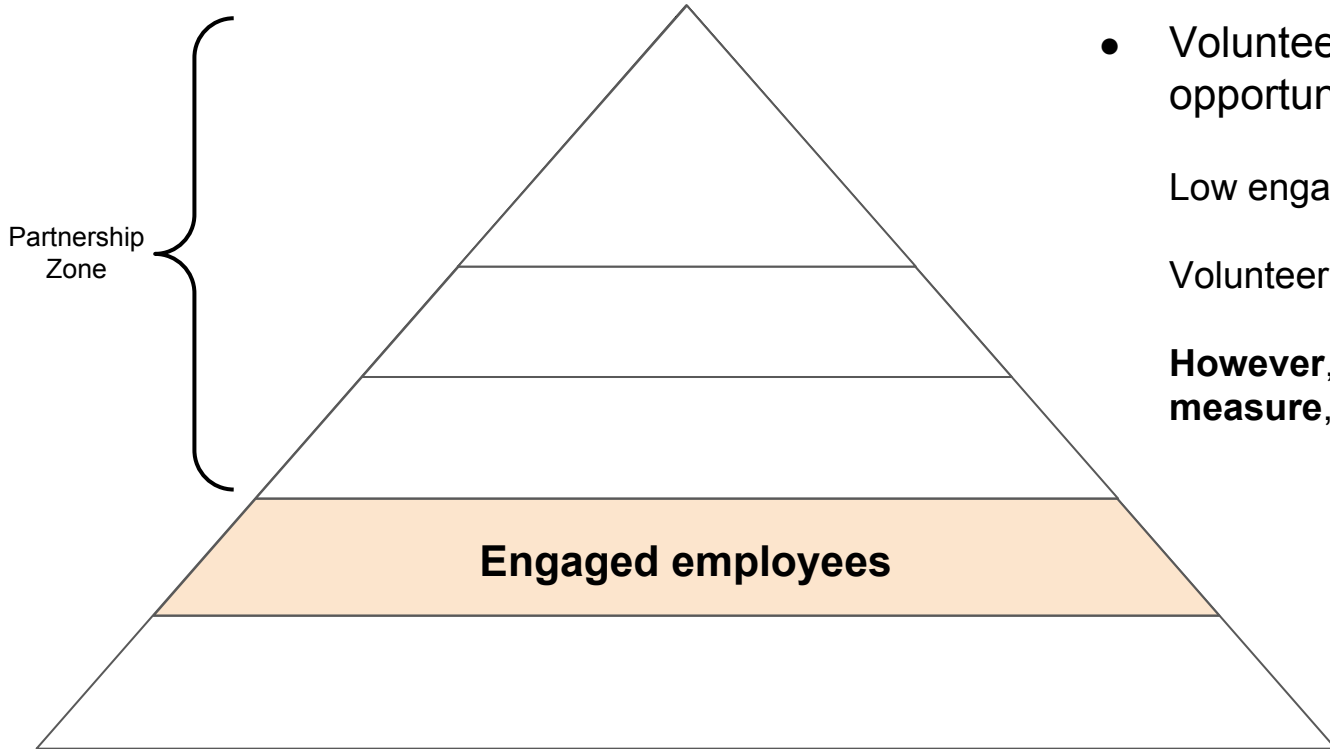


Probably nothing much here...

...unless the company is built with nonprofit partnership in mind.

e.g., B-corps, for-profit social ventures

What can nonprofits offer?



- Volunteering / team building opportunities.

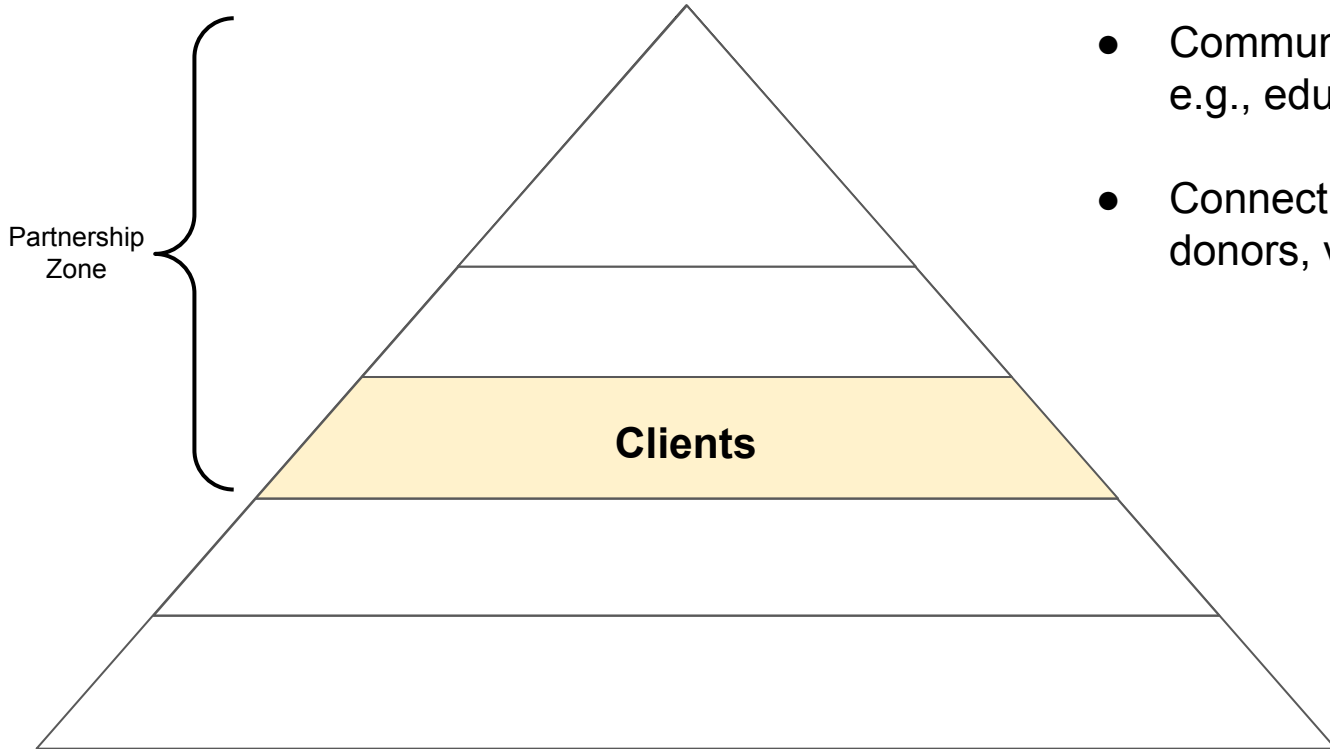
Low engagement = low productivity

Volunteering → higher engagement*

However, this is **very difficult to measure**, so it can be difficult to pitch.

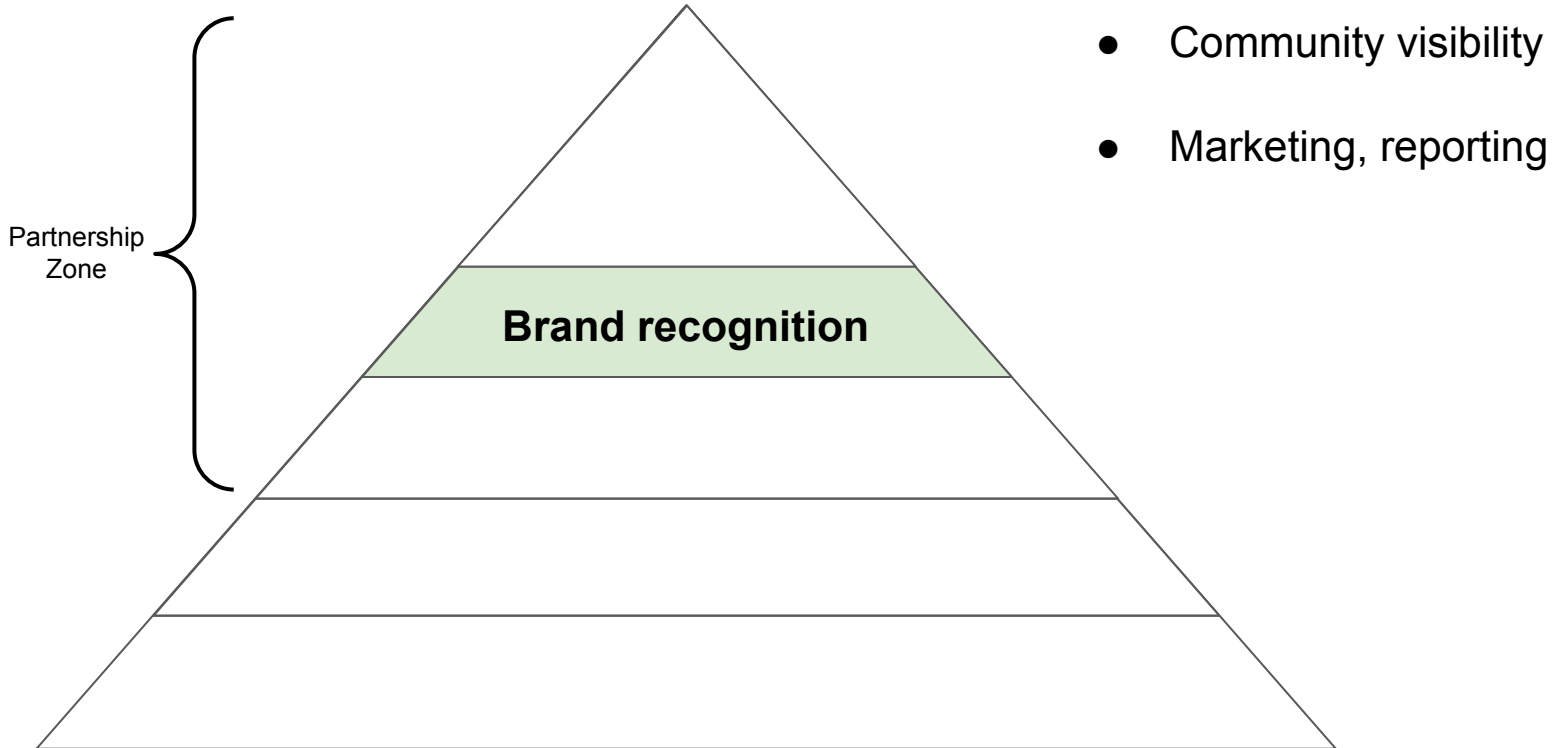
* e.g., <https://www.charities.org/news/business-case-employee-volunteer-skills-giving-programs>

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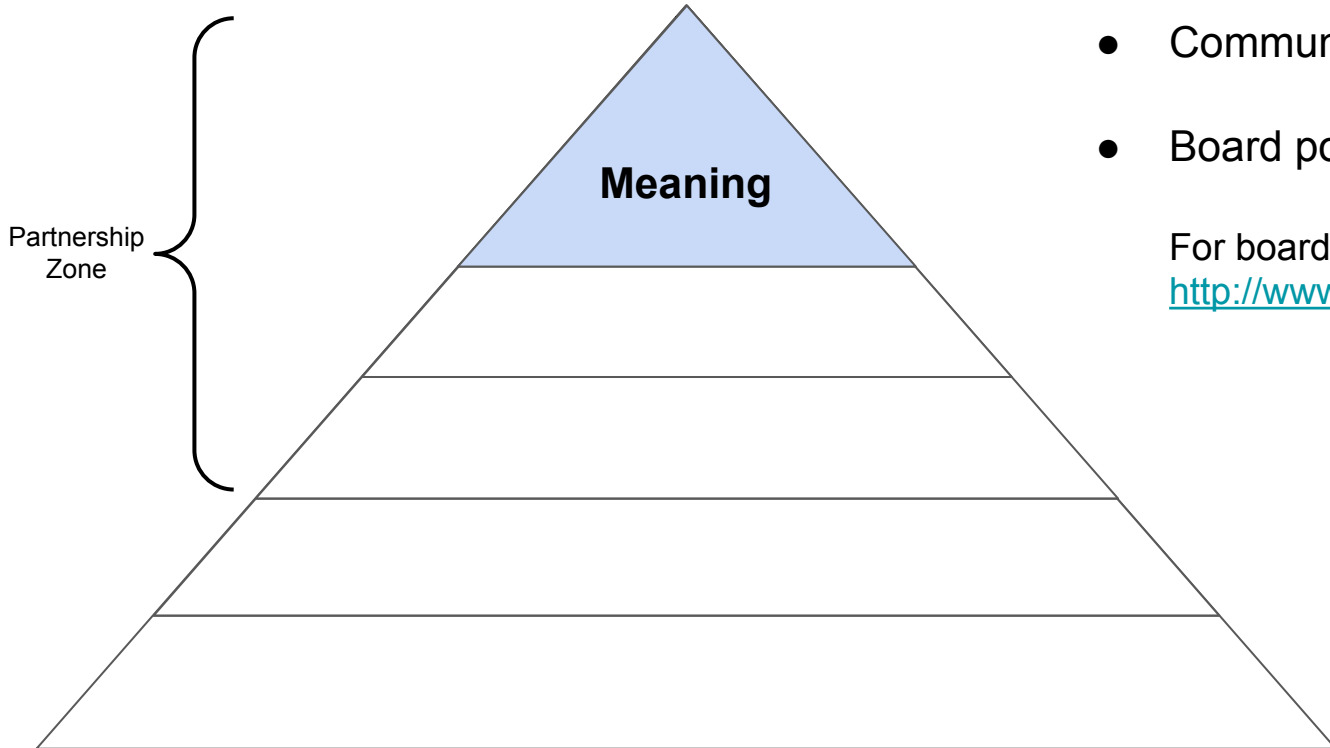


- Community insight
e.g., education, finance, medicine
- Connections with other partners e.g.,
donors, volunteers

What can nonprofits offer?



What can nonprofits offer?



- Community impact
- Board positions

For board training, see

<http://www.seattleworks.org/bridge>

What can nonprofits offer companies?

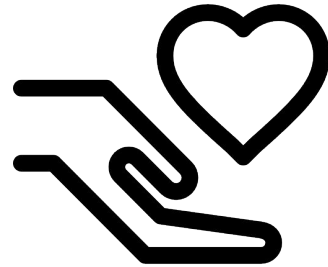
- Volunteering / team building opportunities
- Community insight
- Connections with other partners
- Community visibility
- Marketing, reporting
- Community impact
- Board positions

This is far from an exhaustive list.

Building a partnership

- Start with a clear pitch and a strong narrative, but be open to negotiation.
 - Why would it be valuable to the company? How would it work?
Companies tend to be risk-averse.
- Share data or testimonials when possible.
 - Good for morale; may be critical for the executive or leadership team.
- Aim for honest, open communication; collaborative, long-term relationships.
 - In a healthy partnership, you are both valuable to each other.

What can you do together that you cannot do apart?



Exercise: Exploring your partnership potential.

1. Break into groups of four people from different organizations.
2. We will have four 10-minute rounds, exploring partnership ideas for each other's organization.

Exercise: Exploring your partnership potential.

- **Choose a person.**
- **2 minutes:** Describe your organization, mission, key activities.
- **5 minutes:** Every person *independently* writes down ideas for:
 - a. Assets that the nonprofit may be able to offer companies.
 - b. Partnership ideas.
 - c. Possible companies to partner with.
- **3 minutes:** Put the notes on the board, organize, explain, discuss.

Exercise: Exploring your partnership potential.

Choose a person.

Exercise: Exploring your partnership potential.

2 minutes

Describe your organization, mission, key activities

Exercise: Exploring your partnership potential.

5 minutes

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Exercise: Exploring your partnership potential.

Any interesting insights?

Special thanks



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