Aligning Missions:

Building Corporate Partnerships That Drive Change

Strategies for nonprofits to forge impactful corporate partnerships

PHILANTHROPY FUEL

DAN DRUCKER
Founder / Facilitator

May 7, 2025

My background

- Extensive experience in corporate B2B sales & marketing leadership
- Love of the great outdoors, photography & volunteering
- 2024 transition to supporting nonprofits

PHILANTHROPY FUEL

GOALS

What do YOU hope to gain from today's workshop?

(drop your answer in the chat)

PHILANTHROPY FUEL

I hope you take away the following

1. The importance of corporate partnerships

2. The evolving landscape of corporate giving

3. Strategies & tools to use

4. Crafting super personalized outreach

5. Designing win-win partnerships

6. Common pitfalls & mitigation strategies

7. Actionable steps you can take with you

PHILANTHROPY FUEL

ALIGNING MISSIONS: BUILDING CORPORATE PARTNERSHIPS THAT DRIVE CHANGE
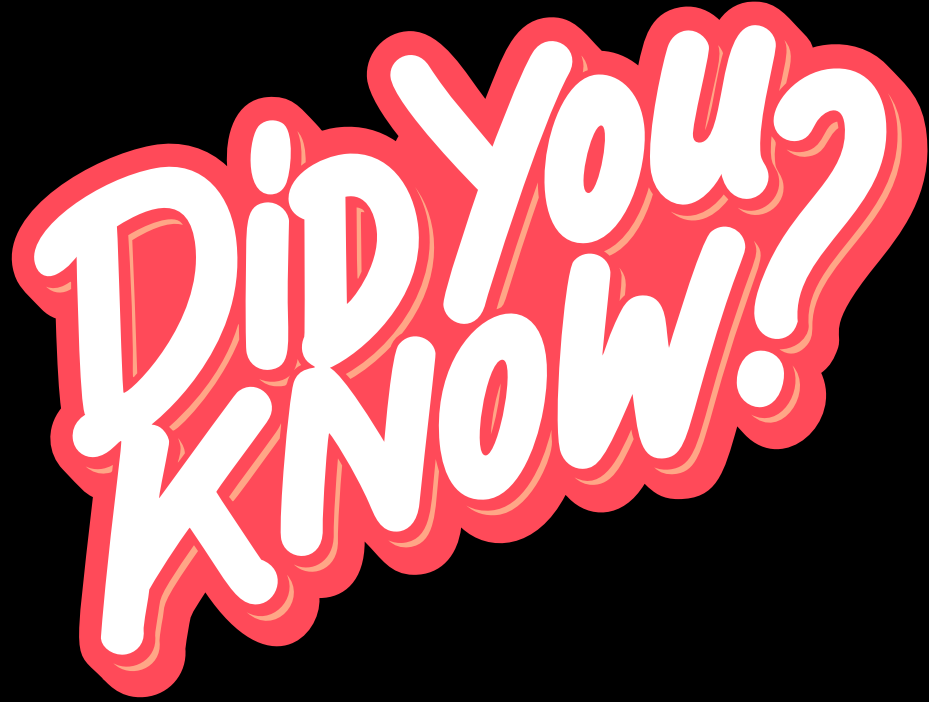
The Importance of Corporate Partnerships

Political & economic instability

The need to diversify funding

The changing landscape of philanthropy

The evolving landscape of corporate giving

PHILANTHROPY FUEL

- Total corporate giving rose to $36.55 billion in 2023, the second highest total on record (source: Giving USA 2024 Report)

- Corporate donations only accounted for 7% of charitable giving in 2023 (source: Giving USA 2024 Report)

Opportunity

PHILANTHROPY FUEL

The Evolving Landscape of Corporate Giving

- Pressure to demonstrate real commitment to sustainability & social responsibility
- Younger generations are the catalysts
- Authentic care, not just marketing spin
- The rise of social enterprises
- Partnerships that align with vision & mission
- A direct line to the hearts of their audience
- More than an ATM - innovative initiatives
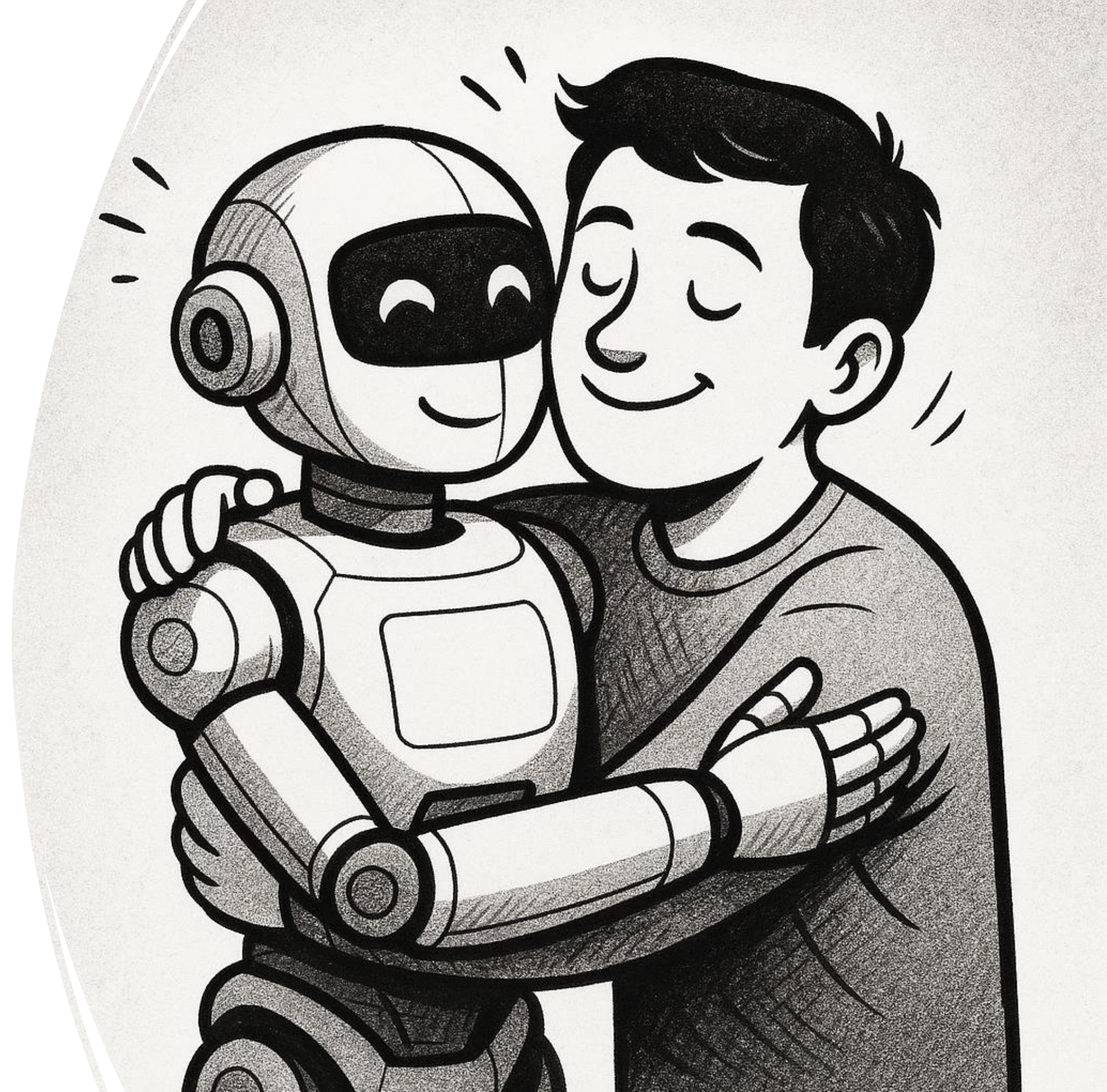
Identifying Potential Cororate Partners

- Start with intense introspection

- Take the time to strategize

- Engage AI + Smart Research

- Be super specific in your search

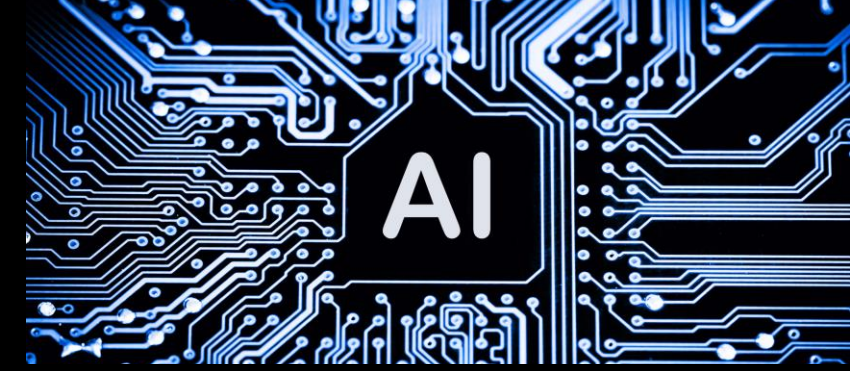- Remember that it's about the humans as much as the companies

Type 1 in the chat if your organization has utilized Generative AI in some way, shape or form in 2025

Step 1: The AI Shortcut
## Use This ChatGPT Prompt

Provide a list of U.S.-based corporations that have demonstrated support for [insert your cause in detail and complementary missions], especially within [insert your specified geographic area, if applicable]. For each corporation, include:

- Specific initiatives or programs they've implemented related to this cause.
- Partnerships with nonprofits in this or related fields, highlighting the nature and outcomes of these collaborations.
- Employee engagement activities, such as volunteer programs or matching gift schemes, that promote involvement in similar causes.
- Statements or quotes from key executives expressing commitment to these issues.
- Recent press mentions or articles (from the past 3–5 years) showcasing their involvement or contributions in this area. (please provide links to sources used)

The more you share, the smarter they are

- Website Link
- Brochures
- Press Releases
- Partnership Info
- Email Examples
- Campaign Info
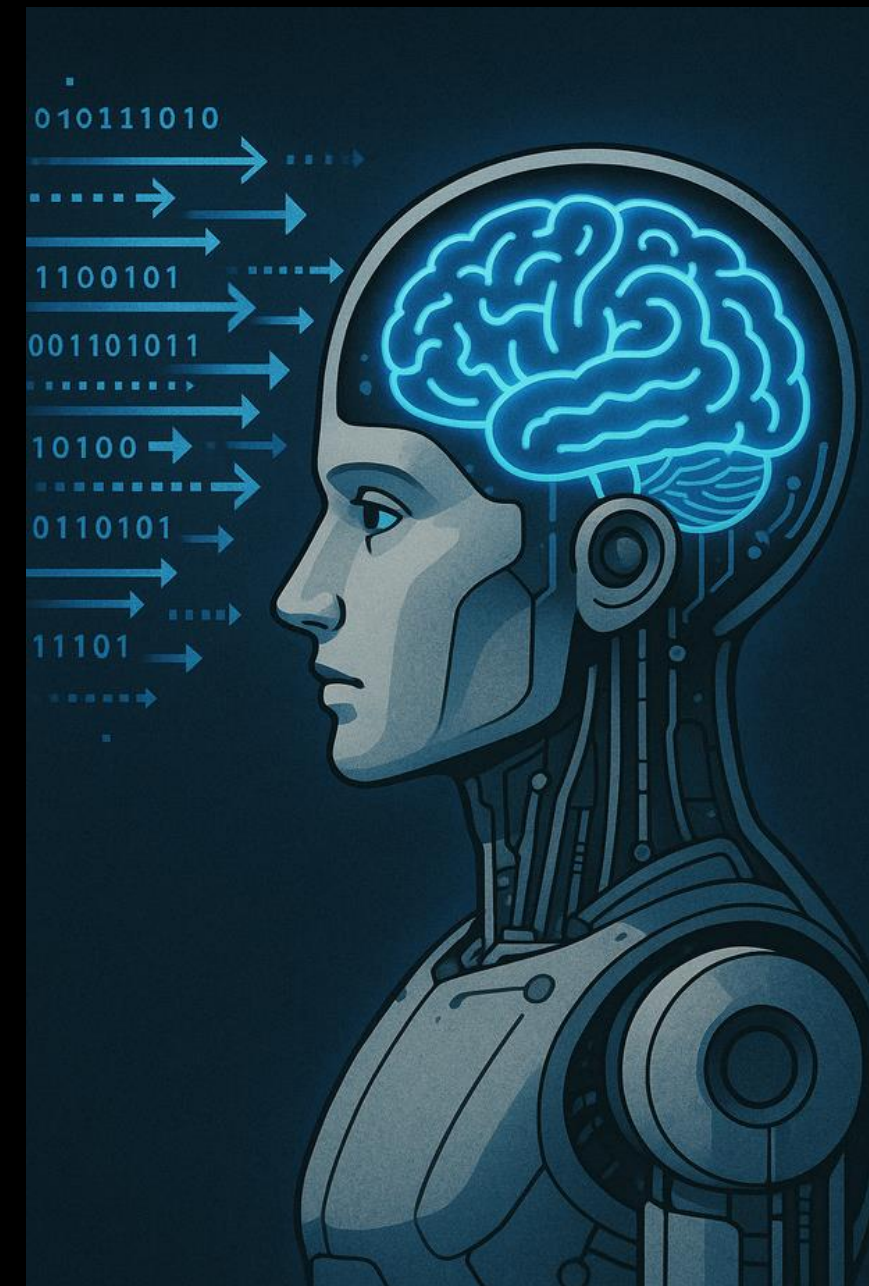
Step 2: Go Beyond AI:
Research the Sources!

ChatGPT gives you names, but you need to verify & deepen the insights.

Look for:

🔍 News articles & press releases

🔍 Company CSR (Corporate Social Responsibility) reports

🔍 LinkedIn posts from company leaders

What to focus on?

Why did they support this cause?

What kind of support?

What are their ongoing initiatives?

Mastercard receives Ukraine Peace Prize

January 19, 2023 | By Yasemin Bedir

The 'Ukraine Peace Prize' was presented to Mastercard at the 'Ukraine Recovery Conference' by Ukraine's Deputy Prime Minister and Minister of Digital Transformation, Mykhailo Fedorov . He met with Rory MacFarquhar(pictured), Senior Vice President, International Institutions Engagement, and Maryna Krasnopolska, Director, Public Policy, Mastercard EEMEA (pictured).

Step 3: Find the Right Contacts on LinkedIn

Once you've identified potential corporate partners, find decision-makers who drive funding & partnerships.

👤 Who to search for?
- ◆ CSR & Philanthropy Officers
- ◆ Corporate Foundation Leaders
- ◆ Senior execs posting about social impact (and those who commented)
- ◆ Anyone mentioned in the article, post or press release

List of titles and what's important to them will be provided in workshop follow-up materials
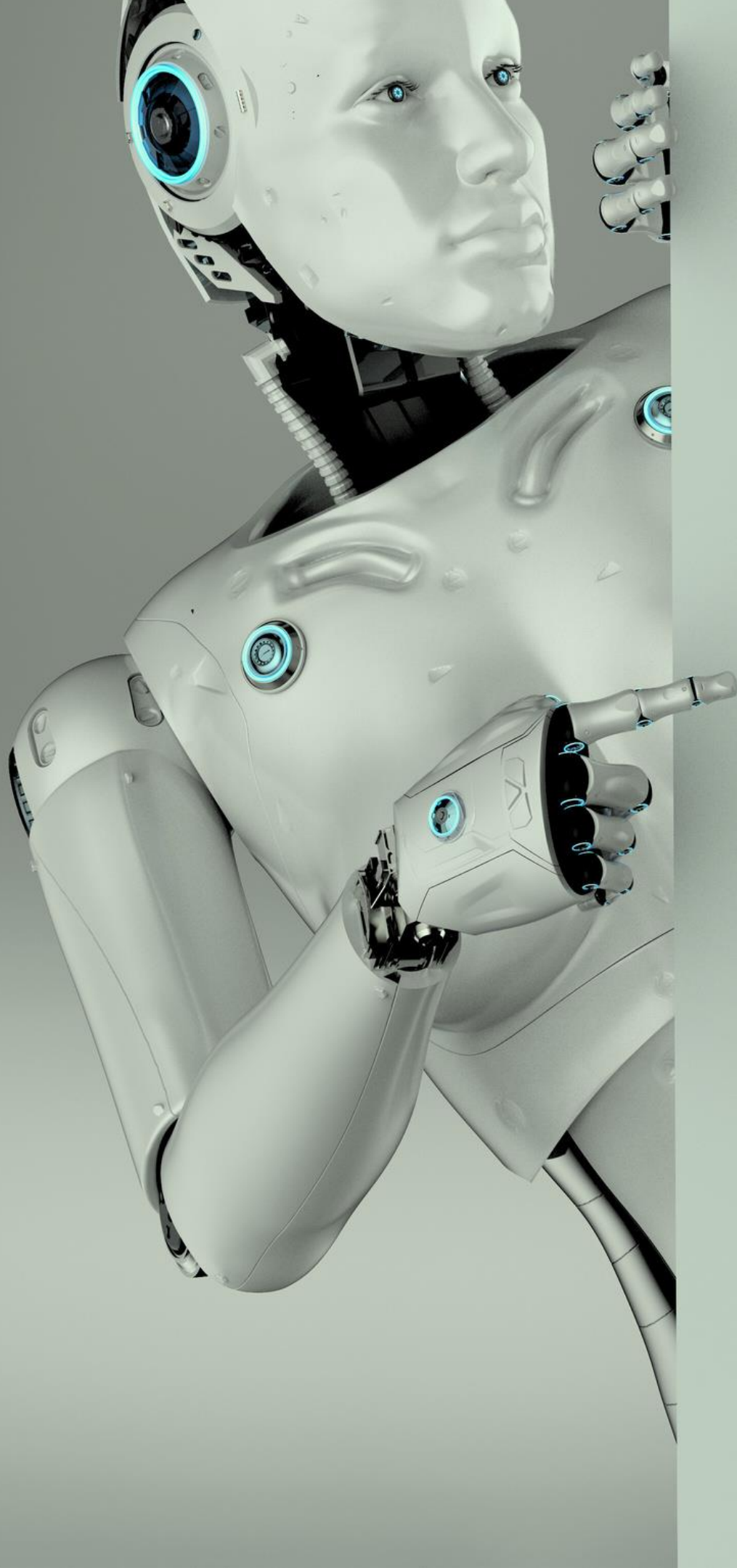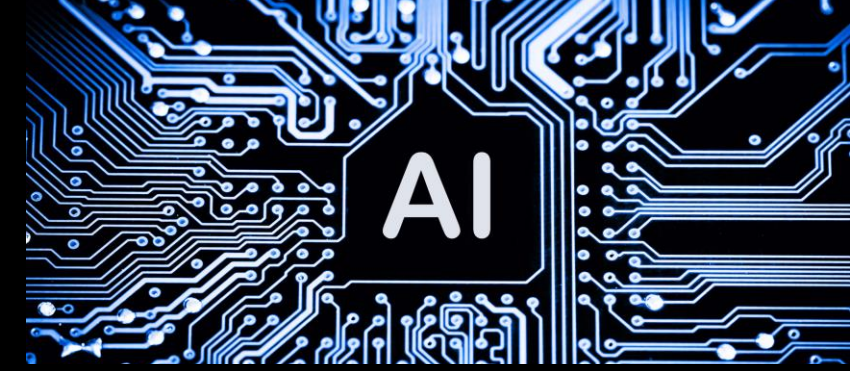
It's **Your** Turn!

Drafting AI Prompts That Work

Everyone take 2 minutes to write out your own, then type it into the chat

Step 1: The AI Shortcut
Use This ChatGPT Prompt

Provide a list of U.S.-based corporations that have demonstrated support for [insert your cause in detail and complementary missions], especially within [insert your specified geographic area, if applicable]. For each corporation, include:

- Specific initiatives or programs they've implemented related to this cause.
- Partnerships with nonprofits in this or related fields, highlighting the nature and outcomes of these collaborations.
- Employee engagement activities, such as volunteer programs or matching gift schemes, that promote involvement in similar causes.
- Statements or quotes from key executives expressing commitment to these issues.
- Recent press mentions or articles (from the past 3–5 years) showcasing their involvement or contributions in this area. (please provide links to sources used)

Step 4: Craft Smart, Personalized Outreach

It's not about using their name or alma mater

It IS about:

- Using your deep research to customize
- Speaking to their past social impact, initiatives, giving, involvement
- Tying it to their personal AND organization goals
- Finding an emotional connector
- Making THEM the hero of the story

DESIGNING WIN–WIN PARTNERSHIPS

Every message and conversation should be about how to transform BOTH businesses

(yes, nonprofits, you ARE a business!)

Some creative ideas...

Employee Engagement Programs:

Strategy: Collaborate with corporations to involve their employees in volunteer programs. This can include skills-based volunteering where employees contribute their expertise to help nonprofits with specific projects.

In-Kind Donations:

Strategy: Seek donations of goods and services that align with the nonprofit's needs, which can help reduce operational costs and allocate more resources to core missions.

Co-Branding Opportunities:

Strategy: Engage in marketing collaborations that can enhance visibility for both the nonprofit and the corporation. This can involve joint campaigns, events, or co-branded products.

Corporate Sponsorships for Events:

Strategy: Secure corporate sponsorships for nonprofit events, which can help cover costs, increase the event's reach, and add credibility.

Shared Research and Development:

Strategy: Collaborate on research and development projects that can benefit from corporate resources and expertise, particularly in sectors like healthcare, environmental conservation, or technology.

Workforce Development:

Strategy: Create initiatives with corporations that focus on workforce development, helping to prepare the unemployed or underemployed for the job market.

Advocacy and Policy Influence:

Strategy: Leverage corporate partnerships to advocate for policy changes that benefit the nonprofit's cause, utilizing the corporation's influence and network.

Question for a couple of brave volunteers:

Can you share with us an example of how your nonprofit used one of these methods beyond event sponsorships?

Common Pitfalls and Mitigation Strategies

Pitfall 1: Misaligned Missions

Mitigation: Thoroughly research potential partners to ensure shared values and objectives. Clearly define mutual goals to establish a solid foundation for the partnership.

Pitfall 2: Unclear Expectations

Mitigation: Develop formal agreements outlining each party's roles, responsibilities, resource allocations, and decision-making processes. Regular communication fosters trust and ensures alignment.

Pitfall 3: Imbalanced Value Proposition

Mitigation: Craft proposals that highlight mutual benefits, addressing both the nonprofit's mission and the corporation's business objectives, such as brand enhancement or employee engagement.

Pitfall 4: Inadequate Resource Allocation

Mitigation: Assess the organization's capacity to meet partnerships demands. Strengthen internal controls and consider outsourcing certain roles to ensure effective management.

Pitfall 5: Lack of Impact Measurement

Mitigation: Implement robust evaluation methods to measure the partnership's impact. Regularly communicate these results to stakeholders, demonstrating accountabiilty and success.

RECAP

How to position your nonprofit for corporate partnerships

- Identify natural alignment
- Offer multiple engagement levels
- Tell a data driven story
- Be proactive, not reactive
- See yourself as an equal partner
- Think long-term

Actionable Steps to Take Today

1. Use AI to generate an initial list of 10

2. Read source info to narrow down to 5

3. Visit websites for Board info to share

4. Use LinkedIn to identify relevant

   contact(s)

5. Draft a customized email and DM for each

PHILANTHROPY FUEL

Final thoughts

My contact info:

Dan Drucker

Philanthropy Fuel

www.philanthropyfuel.com

Dan@philanthropyfuel.com

[LinkedIn](#)