

Return on Investment for Sponsorships

When it's time to move a corporate and nonprofit partnership forward, here are a few tips you can use to capitalize on shared values for success.

Tips for Corporate Partners

- **Align partnerships based on your organization's community giving pillars**, such as health and wellness, education, arts or environmental stewardship.
- **Pet projects that don't align with your giving pillars may need to go back to their employee owners** or roll into matching gift programs.
- **Focus corporate investments** by establishing three-year partnerships with key community partners to create trusting working relationships. This may require reviewing and reducing the number of partners you currently support. Less is more, especially if you don't have a large team to fully execute deliverables and activate your sponsorships.
- **Identify internal champions** from your organization's leadership to help motivate employees to get involved and support partner initiatives on their professional and personal time. Involve their families; it's fun!



- **Hold quarterly meetings with long-term partners** to review challenges and successes, discuss ROI and expand/adjust the giving programs based on data.
- **Determine board and committee opportunities** and engage representatives throughout the organization to serve on boards and committees. Let emerging leaders shine.
- **Invite nonprofit partners to participate in an employee town hall** or annual meeting to share more about their organization, program needs and volunteer opportunities.
- **Develop an employee incentive program** and assign a manager to champion it.
- **Celebrate successes** through manager meetings and on social media, internal newsletters, your website and wherever else employees gather on- or offline.



Tips for Nonprofit Partners

- **Research and prepare a long-term partnership program that aligns with the corporate partner's pillars.**
Focus on how you can elevate the partner's brand and messaging year-round.
- **Determine board and committee opportunities for your organization and encourage the corporate partner to join.**



- **Create customized, creative partnership opportunities** for each corporate sponsor.
- **Develop incentives** for corporate partner employees to participate.
- **Share successes in person.** Try to present to a large employee group to help motivate employees for ongoing support and volunteer opportunities.

Low-Cost Ways to Promote Your Corporate Partners

- **Post quarterly on social to say thanks.** Share photos of volunteer initiatives or event participation, tagging the partner and using hashtags.
- **Highlight the partner's involvement.** Feature a volunteer or board/committee member in your newsletter, or run a guest editorial about their work with your organization.
- **Share the partner's voice.** Include a partner quote and photo in press releases, and use it on your website and on social media.
- **Invite the partner to events during the year** without asking for additional dollars. Offer tickets for volunteers/employees.
- **Track everything!** Proactively send reports tailored to the partner's support. It also allows you to have data when requesting funds to following year.