



Try something different, it never hurts to think outside the square!

Partnerships with Business, sponsorship,
crowd funding, advocating, patrons,
leveraging media, the 'viral' phenomena and
other ideas to try on

New Zealand Government

CREATING STRATEGIC RELATIONSHIPS WITH BUSINESSES – the New Zealand Picture

- In 2012 Charities, Inspiring Communities, Creative NZ and DIA produced a report on engagement between business and community organisations
- Included was a review of existing research
- Over 1000 businesses, mostly small to medium sized enterprises were surveyed



“What were existing partnerships like?”

What did they find?

“Mixed - with some organisations there is a really positive on-going relationship of mutual benefit, where money, goods and services are provided or exchanged.

In other cases it has been really negative where there has been a sense of entitlement or even blame where we have been unable to continue a financial relationship and we have suffered from a backlash with negative impacts on how we are perceived as an organisation.

These experiences means we cannot continue the relationship and makes us a little more wary when engaging in others looking forward.”

Survey respondent



Key Factors in Choosing a Charity to Support

■ 1st Choice
■ 2nd Choice
■ 3rd Choice



Percentage
00
10%
20%
30%
40%

Challenges and opportunities

- The cultural differences between Business and Not For Profit
- The value of non-financial resources. Businesses generally want to give NGOs more of this but NGOs want money <http://www.theguardian.com/sustainable-business/future-bright-corporate-ngo-partnerships-challenges>
- Measuring and communicating the impact of partnerships

How much energy can you give to thinking and doing things differently?
Can you afford not to?

“It will require bold leadership, effective planning and a clear focus on delivering, measuring and communicating the economic, social and environmental impacts of cross-sector partnership if full potential is to be realised.”

Manni Amadi

**“What is the key to
lasting relationships?”**

“The support
or
encouragement
of a person
for an
organisation
or a cause”

Patronage, Membership and Sponsorship

**Thinking about some other options –
Patronage or finding a champion**

What is the difference between
membership and patronage?

A patron implies an individual with
resources who is passionate and willing
to submit those resources to your
organisation. A member might be
interested but not invested in the same
way.



Can you think of anyone?



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Sponsorship:

Sponsorship is money or resources given to a not for profit by a company for a project or a cause. It's a business deal not a donation. Unlike partnering with a business, the sponsorship deal can be fairly superficial and even temporary.

Common sponsorship deals include event sponsorship, project sponsorship or goods and services (NZ Community Post)

The company receives public recognition and the not for profit receives resources.

TIPS

- Approach companies that align with your values so do some research
- Leverage all personal relationships
- Develop your offering – know how many people attended your event and what people got out of it
- Think about how you will acknowledge your sponsors

Crowd funding

What is it?

- The practice of funding a project or venture with small amounts of money from LOTS of people
- New technology has helped this type of funding take off



Examples:

Youth Food Movement

<https://www.kickstarter.com/projects/189180002/help-us-build-a-youth-food-movement-in-north-minne?ref=category>

Kite Patch

<https://www.indiegogo.com/projects/kite-patch#/story>

GoldieBlox

<https://www.kickstarter.com/projects/16029337/goldieblox-the-engineering-toy-for-girls>

Invivo Wines – A New Zealand Example

<http://blog.bobcampbell.nz/2015/05/07/crowdfunding-a-success-for-nz-winery-2/>

Gift Abel Tasman Beach

<https://givealittle.co.nz/project/abeltasmanbeach2016>





“How to tell your story”



Storytelling

Telling stories is important. It helps to connect people to the human experience. It is how we get meaning from the 'stuff' that just happens.

- Stories translate values into action. It is how we construct identity as individuals, communities and nations. This helps us to inspire action and make choices.
- Everyone one and every organisation has a wonderful story to tell. In order to change the world you need to engage the heart and the head and inspire/create action.
- The power of story is in the way it can bring authentic emotion to otherwise logical and information rich presentations.
- Knowing your audience is important. This determines what method you will use to tell your story.

Here is a link to a guide produced for NGOs in Canada, 'Stories Worth Telling'

<https://capacitycanada.ca/wp-content/uploads/2014/09/CWR-Storytelling-Manual-12-2013.pdf>

<http://www.rustyradiator.com/rusty-radiator-award-2014/>

<http://www.rustyradiator.com/golden-radiator-award-2014/>

“VIRAL PHENOMENA”

A viral hit is a video and content that is shared over the internet and viewed thousands if not millions of times by internet users all over the world

<http://www.teamworksmedia.com/blog/marketing/beyond-numbers-nonprofit-viral-videos/> and <https://www.youtube.com/watch?v=2wfbY3i4FY0>

There are no guarantees to success but if you happen to stumble into a viral hit what are you going to DO?

- Thinking about this will help you leverage your opportunities when they arise
- Make your video for your fans and audience you know you can reach, if others find it – that’s awesome!
- Keep your video short
- Tell a story
- Don’t expect too much
- Post on youtube – you get \$ per view, use content id so it can’t be used by other sites

What if it goes viral? Think TV, directing people to your other fundraising tools



**Don't forget
the bread and
butter**