Uncover Corporate Partnership Opportunities

With Your Nonprofit Data

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Corporate partnerships are essential to any nonprofit's fundraising and promotional strategies. These can take many forms—including workplace giving programs, sponsorships, cause-related marketing campaigns, community grants, in-kind donations, and corporate volunteerism, to name a few.

A fundraising organization working with like-minded businesses can access new revenue streams, expanded reach, invaluable resources, and more. Participating businesses also benefit by driving corporate social responsibility and awareness for their brands, leading to improved brand reputation and high levels of employee engagement.

But often, the most challenging aspect of launching such a partnership is locating the right companies with which to collaborate. **And that's where a nonprofit's data can save the day.**

In this guide, we'll share the ins and outs of nonprofit-corporate partnerships and how donor data plays a role in identifying and pursuing these opportunities.

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Collect Donor Data to Inform Corporate Partnerships

A nonprofit's donor base is one of its most important assets—and the data associated with the group is invaluable as well. Therefore, to optimize your partnership strategy, ensure you have access to the best information to guide your efforts.

Not only should your team understand which data points to prioritize in your efforts, but you'll also want to know how to collect the information you need in a safe and secure manner.

Which donor data points to collect

The more you know about your donors and their behaviors, the better you can identify and pursue available opportunities. Specifically, regarding corporate partnerships, we recommend collecting the following data points from your donors when available.

→ **Employing company:** The most obvious data point to consider when uncovering matching gifts and other corporate partnerships is an individual's employer. It's undoubtedly one of the most important, though there are other pieces to the puzzle, as well.

→ **Type of employment:** Knowing an individual's employment time (full-time, part-time, or contract) can also impact corporate giving availability. For example, some companies will only match gifts made by current, full-time employees, while other companies open programs to all employee types (even retired team members or employee spouses can be eligible). However, even if all employees are eligible, the company may offer differing maximum gift amounts or match ratios, so it's still beneficial to have the information on file.

- **Position or level:** An individual's position or level within their company can also play a role in the types of corporate partnerships they may be able to unlock on your behalf. For example, many companies empower team members of all levels to participate in workplace giving programs. However, a C-level executive may have more pull toward an event sponsorship or other major partnership.
- **Employment changes:** Changes in an individual's employment can impact their potential corporate ties. Note key changes—such as a donor switching companies or retiring—to prioritize accurate and up-to-date information.
- **Spouse's employment:** If a donor doesn't qualify for a corporate giving program through their employer, considering their spouse's company can uncover new possibilities. This information can help expand your knowledge of your donor network and unlock connections.
- **Business ownership:** Often more impactful than an employee who *works* for a company in your network is an individual who *owns* a company in your network. Business owners typically have more say in the types of nonprofit partnerships they can invest in and, therefore, can be significant assets in the process.
- **Location:** Local businesses can offer some of your organization's most impactful partnership opportunities. These companies are established in the communities where your nonprofit operates and likely share some common goals. As you browse for prospective corporate ties in your donor network, keep an eye out for possible local partners to pursue.

How to collect and store donor data safely and securely

Your donor information is sensitive, and you want to ensure it's treated as such to the best of your nonprofit's ability. Otherwise, you risk facing breaches of both data and trust.

That said, be sure your organization's fundraising strategy maintains the highest level of data security. We recommend the following tips:

HOW TO COLLECT AND STORE DONOR DATA SAFELY AND SECURELY

Donor data provides valuable insight that informs engagement strategy and uncovers opportunities to deepen supporter relationships. However, it can be challenging to manually manage and use this data in meaningful ways.

The Classy for Salesforce integration solves this challenge, making it possible for your online fundraising data to flow into Salesforce. This allows you to streamline reporting, balance your online and offline fundraising strategies, and link online gifts to supporters' past behavior in near real-time. With this information centralized in a single database, you have readily available data to help you understand supporters more deeply and collaborate effectively across your organization.

→ **Invest in highly secure fundraising software**. Your fundraising technology plays a significant role in your overall data security, so be sure to find a provider that takes security seriously. For example, Classy employs top-notch measures that prioritize donor data privacy. These include Amazon Web Services Virtual Private Cloud, PCI Level 1 Certification, Web Application Firewall and Distributed Denial of Service protections, comprehensive vulnerability scanning and threat monitoring, annual penetration testing, and more.

→ **Stay up to date with industry-standard protocols.** Current security standards are constantly evolving to best protect the organizations that employ them. Ensure your team is up to date on the recommended standards and that the protocols are implemented in your overarching strategy. This can—and should—include SSL (Secure Sockets Layer, which provides the "s" in a URL's "https"), PCI DSS (Payment Card Industry Data Security Standard), GDPR (the European Union's General Data Protection Regulation), and CCPA (California Consumer Privacy Act).

→ **Employ innovative password management and multi-factor authentication.** Another critical component of data privacy can be as simple as utilizing smart authentication practices. Otherwise, it hardly matters how secure your fundraising platform is if you use the same, easy-to-hack password to access every system. Strategic password management (e.g., leveraging a highly secure password manager and ensuring each team member has unique login credentials with the appropriate authorization level) and multi-factor authentication can help avoid breaches in this way.

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Identify Matching Opportunities With Donor Information

Matching gifts are one of the most lucrative and widely accessible forms of corporate giving, but the opportunity continues to go underutilized.

According to matching gift research from Double the Donation...

- → An estimated **$2.5 billion** is donated through matching gift programs annually.
- → An additional **$6 billion** in matching gift funds goes unclaimed each year.
- → Over **26 million individuals** work for companies with matching gift programs.

This funding gap is attributed mainly to a lack of awareness regarding the offerings from both the donors' and the nonprofits' perspectives.

Nonprofits generally understand the value of matching gifts but often lack an easy way to identify which donations qualify for corporate matching. At the same time, most match-eligible donors have never been informed of their employers' programming and therefore don't even know it's an option.

The solution? *Donor data.*

Having ample and accurate information about your supporters—particularly regarding their employment status—can help your team identify qualifying matches and pursue opportunities effectively.

Uncovering match-eligible donors

To drive more matching gifts to completion, one of the first fundamental steps is to identify which donors are eligible for the programs. For this, having access to donor employment data is crucial.

Suppose you know which companies your supporters work for. In that case, you can compare that information against lists of top matching gift companies (or use a matching gift database) to locate the most lucrative opportunities.

The Classy for Salesforce integration allows your systems to work together. This makes it easy to pull reports with employer-matching information and fire off workflows in other systems. Ultimately, you'll improve future outreach to donors, relevant to the information you pull.

Following up on available matching gifts

Identifying donors who work for companies with matching gift programs can also help inform follow-up communications. From there, you'll be able to encourage individuals to pursue available matches with targeted outreach. When you have the correct data points regarding your donors' employment status, your outreach can empower donors with employer-specific program insights and actionable next steps.

For example, let's say a donor has already been identified as an employee of the Walt Disney Company. In your post-donation follow-up emails, you can—and should—share specific details such as:

- Minimum and maximum donation amounts *(between $25 and $25,000)*
- Matching gift ratios *(1:1)*
- Qualifying employees *(current, full-time and part-time team members)*
- Qualifying nonprofit types *(nearly all 501(c)(3) organizations)*
- Direct links to online request forms.

The more accurate and up-to-date information you can share with a donor about their company's matching gift program, the easier for them to complete their end of the process. And the more likely they'll be to do so!

Pursuing new program advocacy

Unfortunately, not all donors will be eligible to request matching gifts. Though the number of companies offering donation matches continues to grow, some employers have yet to roll out these programs. However, sometimes all a company needs to pursue the opportunity is a little push—and its employees can be perfect for the job. In that case, your donor data can help empower donors to advocate for matching gifts on your behalf.

Imagine you have a donor who works at a well-known bank without a matching program. You can provide the donor with a customized template to promote matching gifts to their employer, such as this:

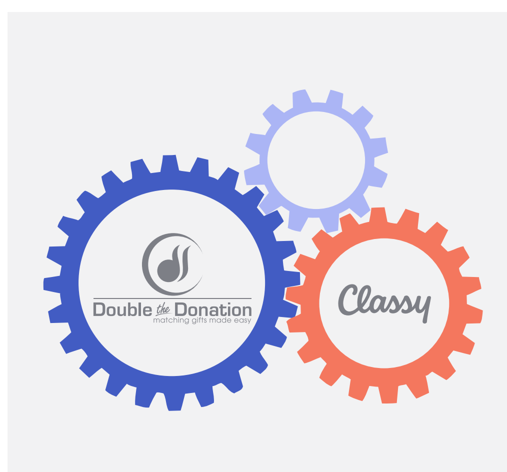
> I am writing to request the addition of a corporate matching gift program at National Bank.
>
> If you weren't aware, thousands of companies across the globe (*including many in the financial sector*) have established employee matching gift programs to support their staff and their staff's charitable interests. Companies that match gifts tend to see substantial employee engagement and retention advantages, opportunities to attract competitive candidates, improved brand image, and increased sales.
>
> To better understand the impact matching gifts could provide National Bank, I recommend checking out matching programs from other well-known institutions such as *JPMorgan Chase, Bank of America, Truist Financial, PNC Financial Services Group, Goldman Sachs,* and more.

Elevating your efforts with Classy and 360MatchPro

We previously mentioned using a matching gift database to identify match-eligible donors by unlocking access to tens of thousands of companies' program guidelines. Taking this idea even further is matching gift automation software. This kind of tool leverages the same data made available through a matching gift database and triggers automated follow-ups, so your fundraising team doesn't have to lift a finger.

Matching gift automation is made easy, too, thanks to Classy's integration with the leading provider of matching gift software—Double the Donation's 360MatchPro. When you pair the solutions, you can optimize your matching gift strategy to collect the right donor data points, share detailed matching guidelines and next steps, and track matches through the process.

Plus, it provides access to a wealth of additional data points that can be used to further matching gifts and additional corporate partnership opportunities. And you can integrate the systems with your Salesforce CRM, too, to maintain centralized data for ease of use.



03

Use Data to Secure and Strengthen Corporate Relations

Matching gifts are an impactful form of corporate giving that benefits nonprofits like yours. Remember, though, that you don't want to limit yourself to just one kind of partnership.

Once you've located top prospects, develop the relationships behind impactful partnerships. By stewarding your corporate partners (many of which may have been introduced through workplace giving), you have the potential to build long-term, mutually beneficial relationships with the companies in your orbit.

And, once again, your nonprofit data—and the tools you use to collect it—can go a long way.

Leveraging donor connections to form partnerships

Obtaining a company's attention is an essential step when seeking corporate partnerships. One of the best ways to get your foot in the door is by highlighting mutual connections and audience overlaps. And this is where your donor data can come in handy!

Companies are often more inclined to participate in a nonprofit sponsorship if they recognize employee engagement benefits for doing so. That's why we recommend reaching out to your donors' employers first.

If you use Double the Donation's matching gift software—which integrates seamlessly with Classy fundraising tools—it's easy to uncover this information to identify partnership potential. 360MatchPro offers a real-time dashboard (pictured below) with donor insights, including the top companies looked up using your organization's search tool.

Top Companies Selected By Donors In Past Year

Company Name	Donations	Max Amount Matched	Match Ratio
The Home Depot	621	$3,000	1:1
The Walt Disney Corporation	458	$25,000	1:1
Johnson and Johnson	276	$20.000	2:1
Bank of America	227	$5.000	1:1
Coke - The Coca-Cola Company	159	$20.000	2:1

Sample corporate outreach templates

Contact these employing companies and determine interest in pursuing a partnership opportunity. Double the Donation has shared helpful prompts for launching sponsorship conversations in this guide.

For a company that has already contributed to your cause through a matching gift program:

> Our organization has received XXX donations and $X,000 match-identified dollars from your company's employees in the past year. We see that you are dedicated to charitable giving, and we seem to have a lot in common already! Are you interested in partnering with our team as a corporate sponsor for an upcoming fundraising event?

For a company that does not offer a matching gift program but does overlap in employees and donors:

> Hi! We see that more than XXX dedicated donors to our nonprofit are employed by your company. Unfortunately, it looks like you don't offer a matching gift program. Because we already have so much in common with us, we were hoping you might consider developing a mutually beneficial corporate partnership. We have upcoming events with corporate sponsorship opportunities, or perhaps you'd be interested in launching a unique matching gift program benefiting our organization.

Communicating partnership value with donor data

Another essential component of the corporate partnership process involves clearly communicating the value corporate sponsors receive from the arrangement. Remember, team member engagement is a huge benefit—and that can be demonstrated by highlighting the overlap between your organization's donors and the company's employees.

The next crucial step focuses on a business's consumer base. The best corporate partnerships see a significant overlap between their supporters and the company's buyers. So again, the information you've collected about your supporters—including donors, volunteers, event attendees, and more—can go a long way.

In this case, we recommend highlighting key demographics such as these:

- Age
- Gender
- Income or wealth level
- Occupation
- Education history
- Geographic location
- Familial status
- Interests and values

If your average supporter aligns with a potential partner's target audience, you'll likely be a great match. When you have the data to back up your claims, it will be easier to get a prospective company on board.

Demonstrating impact with existing partnership data

Beyond the idea that target companies share similar audiences as your own, another key element that can demonstrate value to prospective partners focuses on existing partnership data. After all, even the most philanthropic-minded corporations want to see how the relationship would benefit their bottom line.

These data points might include:

- Your nonprofit's reach/audience size (i.e., how many people will be exposed to co-marketing materials highlighting corporate partners)
- Average event attendance
- Tangible impact on previous corporate partners (e.g., increased website traffic, an uptick in qualified leads, etc.)
- Types of marketing opportunities you can offer (social media spots, website promotions, direct mailings, print advertisements, on-site event displays, and more)

Be sure to also emphasize your organization's social impact, and how participating in a partnership opportunity is an excellent way for companies to expand their corporate social responsibility. We suggest crafting a corporate partner-specific annual impact report that showcases clear metrics, goals, and progress toward objectives to most effectively communicate this wealth of information.

Take the Next Steps

Nonprofits have a wide range of invaluable data that can be used to uncover corporate partnership opportunities. But they often don't know what to do with the information.

By collecting, analyzing, and powering forward with their data, nonprofit fundraisers and marketers alike can identify partners whose goals and values align with their own.

A few recommendations to take away with you:

- → Take the time to gather and analyze donor data points
- → Develop clear messaging and storytelling strategies based on the data you have
- → Proactively reach out to prospective partners, utilizing connections to open doors
- → Use available data to communicate value and impact to corporate partners
- → Invest in the right technology to power your efforts, saving team time and resources
- → Build lasting partnerships that go beyond a single event or project; maintain those relationships over time

With these strategies in mind, nonprofits like yours can unleash the power of their data and make the most of corporate partners in reaching their goals.

Bring your corporate partnerships to the next level!

Explore Double the Donation and Classy's integration here.

About Classy

Classy, an affiliate of GoFundMe, is a Public Benefit Corporation and giving platform that enables nonprofits to connect supporters with the causes they care about. Classy's platform provides powerful and intuitive fundraising tools to convert and retain donors. Since 2011, Classy has helped nonprofits mobilize and empower the world for good by helping them raise over $5 billion. Classy also hosts the Collaborative conference and the Classy Awards to spotlight the innovative work nonprofits are implementing around the globe. For more information, visit www.classy.org.

About Double the Donation

Double the Donation is the leading provider of tools to nonprofits to help them raise more money from corporate matching gift and volunteer grant programs.

Double the Donation's robust solution, 360MatchPro, provides nonprofits with automated tools to identify match-eligible donors, drive matches to completion, and gain actionable insights. 360MatchPro integrates directly into donation forms, CRMs, social fundraising software, and other nonprofit technology solutions to capture employment information and follow up appropriately with donors about matching gifts.

Classy + Double the Donation matching gifts made easy