
Top Tips for Corporate Fundraising During Tough Times

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Understand how a company works and differs from a nonprofit. A company is profit motivated and measured on short-term results.

Do you know what a “social entrepreneur” is? Be able to communicate that you are a good investment *now*. How do you communicate a “social” return?

Be competitive. What are your differentiators? We’re the only...

Look for reciprocal benefits. For example, seek funding opportunities that support corporate branding efforts. Who are their consumers?

Treat corporate volunteers like *royalty*. Do you know who your corporate volunteers are? Have you thanked them in a special way? Any opportunities for execs?

Communicate regularly and stay connected. Have your repeat corporate funders been invited to see you this year? Met a client? Are they on your e-newsletters and mailing lists?

Inventory your needs for volunteers, products and in-kind gifts. Always include your wish list on your website and communicate to corporations.

Be succinct when you ask for cash. Ask for a specific \$ amount and state the expected results. Refresh your grant application words and positioning.

Prioritize corporate fundraising accordingly. Companies provide 5% of cash resources nationwide. Remember people give away more money than companies.

Look for "hidden companies"; ones that have just gone public, fast growing, or bottom of the Corporate 100 list.

Think about creative partnerships. Form a fundraising "leads group" to share information.

General Tactics:

1. Place a Matching Gift reminder/label on mailings.
2. Ask volunteers be internal “champions” for any proposal/request
3. Stress monthly or recurring payments for donors
4. Do you call new donors?
5. Be able to answer, “Why you should invest in me!”
6. Cultivate year round