

Partnering with Nonprofits: Why? How?

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Partnerships

- Nonprofits = 501c 3
- Two-way relationship

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Why

- Social responsibility
 - Right thing to do
- ROI
 - Networks and Customers
 - Brand management
 - Reputation management
- Intrinsic satisfaction

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How

- Do your homework
 - Business alignment
 - Social alignment
 - Philosophical alignment

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Who am I?

- Reputation management
- What am I known for now?
- What do I want to be known for?
- What distinguishes me from competitors?
- Intuition

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Board

- | | |
|--|--|
| <ul style="list-style-type: none">• Who• Dynamics/politics• Leadership strength• Pipeline• Clarity of mission• Long-term strategy | <ul style="list-style-type: none">• Short-term strategy• Accountability• Integrity• Efficient and effective• Frequent communications |
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Programming

- Meaningful?
- Effective delivery?
- Aligns with your values?
- Cost efficient?
- Size of audience?
- Evaluation and measurement?

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Getting to know you

- Attend events
- Observe the staff and volunteers in action
- Volunteer
- Determine educational programming you can offer
- Soft sell first

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Closing the deal

- Provide meaningful funding
- Get on the board
- Provide business acumen
- Make yourself available and invaluable
- The Trusted Advisor
- Through thick and thin

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