Your First Call with a Potential Nonprofit Partner

Make sure to ask all of these questions!

1. “What are you looking for in a corporate partnership?”

2. “Our core customers are ________________________. Is this group a good fit for your nonprofit and does it align with your typical donor profile?“

> *If you have done your research well, this will really resonate and they will start getting excited about the partnership.*
>
> *If it’s a miss, stop the process and end the call graciously. If there is no persona match, there will neither be improved sales performance for your business nor minimal donation impact.*

3. “I’m new to partnering with nonprofits (also called cause marketing). I’m trying to build company engagement and commitment.”

> *This is important because you are going to ask your nonprofit for a lot of flexibility at the outset to test and drive donations.*

4. “I want to do a test to see what kind of impact we can make for your cause – as well as for my company’s customer engagement. Will you consider running a 120-day test with us? We will try out a few methods such as round-ups, donations at checkout, donation matching, and percent of sale campaigns. We’ll track economic performance for both parties and decide what to do from there.”

5. “Are you free to meet on __ day and __ time? I’d like to discuss a preliminary outline of our partnership for this 120-day test.”

> *Schedule time to meet while everyone is still on the call.*

Make sure you summarize the general facts from the call and circulate it afterwards to everyone in the meeting. Ask for any comments or edits.

Congrats! You’re off to the races on driving a huge performance and engagement lift!

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