

Welcome to

Building Powerful Corporate Partnerships



#1 Corporate Screening Policy

Name two types of corporate behavior you want to encourage.

Name two types of corporate behavior you want to discourage

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#2 Asset Mapping

First, list your key assets. Think about your programs, knowledge, and brand as assets.

Next, map the assets that you have using the four buckets on the canvas. In what ways do your assets have potential to be of value to business?

Key Assets

HR & Employee Engagement

Community Engagement

Brand Perceptions

Value Chain Integration

#3 Finding Alignment with “Very Best Partners”

Very (Values)

Write down values that you would want to share with partners. Values are things like sustainability, trust, and transparency.

Best (Brand)

Write down brand attributes and audience characteristics that align with your organization and would make a company a good partner.

Partners (Product)

Write down product or sector alignments that would be ideal. Ie: if your organization is focused on environmental stewardship, maybe outdoor products are a good fit.

#4 Generate 10 Leads

Refer back to the Very Best Partners assessment you just did.

Now, using google and LinkedIn, generate 10 corporate prospects that pass the VBP test.

Next identify the person or department you'll be reaching out to. We're looking for the specific contact info - this should either be a phone number, email address, or the name of a person who can connect you directly.

Corporate Prospects (Company Names)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Direct Contacts (Emails, Phone #s, Names)

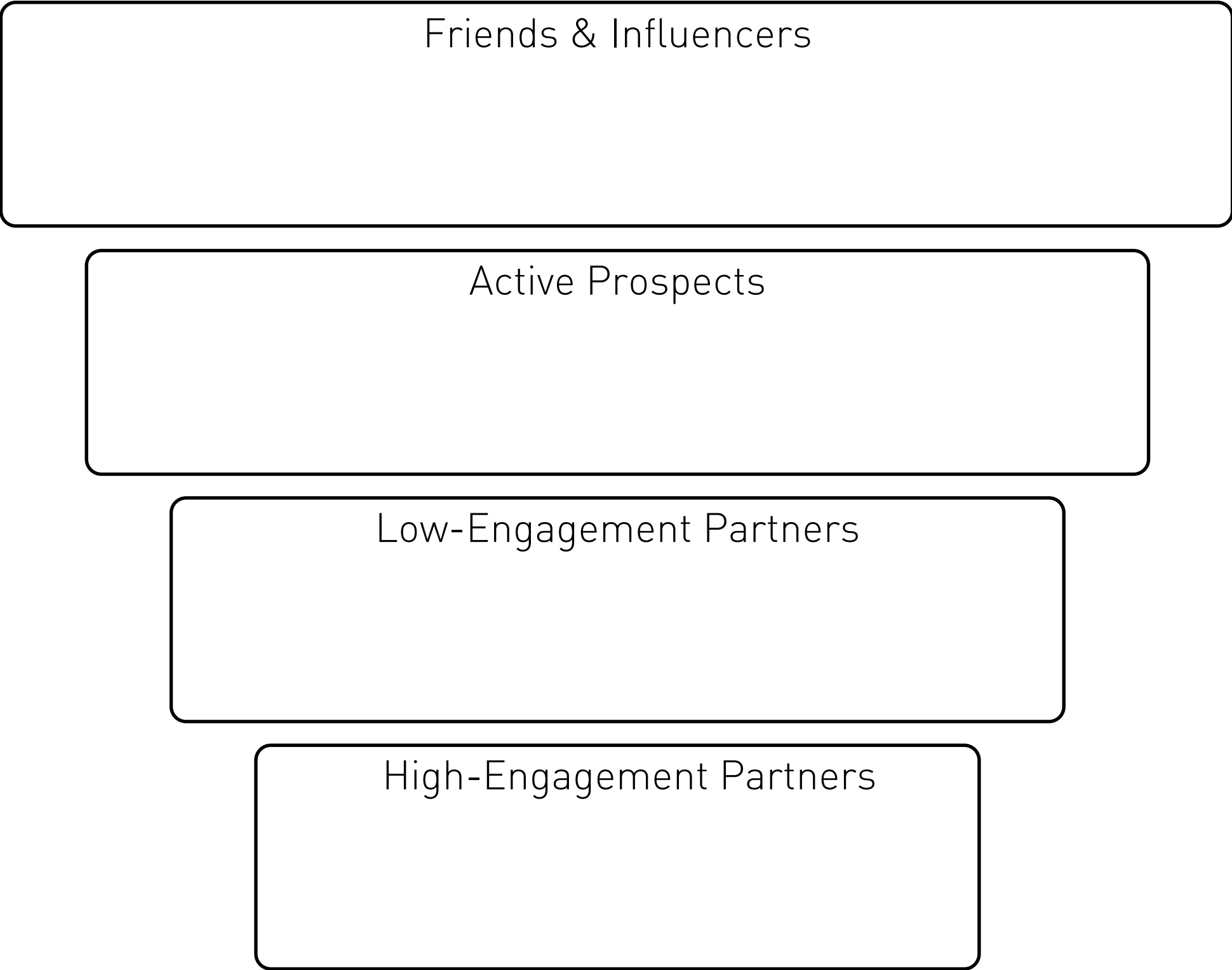
- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

#5 Build Your Funnel & Engagement Process

Write the ways you'll engage with each level of your sales funnel.

Be specific!

Which newsletter will you send them? Which events will you invite them to? Etc.



#6 Draft & Send an Outreach Email

Copy and paste the email template to the right into your email account. Use it to draft an email to one of your leads from activity #5.

Send it to one of your leads. Yup, actually press that button. Go for it!

Don't forget to follow up if you don't hear back. People are busy. Send a small reminder a week or two later asking if they have any thoughts on the previous email. Often, this is enough to get a response.

Dear [Business name],

My name is [your name], I'm the [title] of [organization name]. We are [brief mission statement]

I've been a long time admirer of your work, and in fact [include some personal connection here]. We're really impressed by your [talk about what drew you to the company], and we believe that this would be valuable to our [audience/work/etc. explain what is appealing about a potential partnership].

I'd appreciate the opportunity to talk more about:

[draft a sample agenda of three concrete things you want to talk about]

Can we meet for a quick conversation? I'm happy to connect with you over the phone or skype, or come to your offices downtown. I can make myself available whenever you have a spot in your schedule.

Thanks so much, and I look forward to hearing from you.

Best,
[your name]

#7 Practice

Making the Ask

Pick one of your leads and write down a script for how you would make the ask for your lowest level of engagement, and a slightly higher level of engagement. Find colleagues or friends to practice this with.

#8 Practice Stewardship

Imagine that you have built the program you pitched to a partner in the last exercise. Draft an email reporting on your progress. What are the three most important things you would include? Remember to use language that refers to both business and social benefit.