



Transforming Corporate Philanthropy

Insights from Securing a \$27.1M Gift from General Motors



Welcome to Detroit

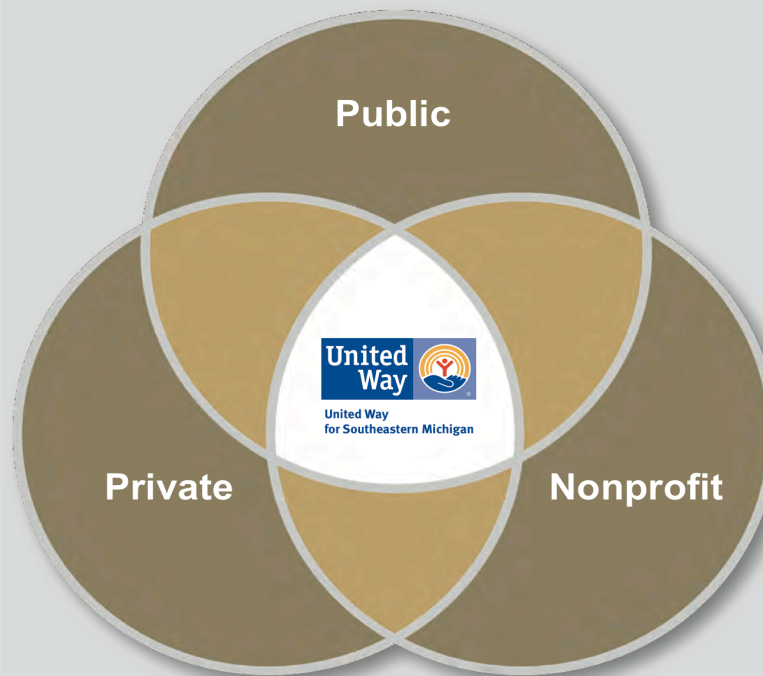
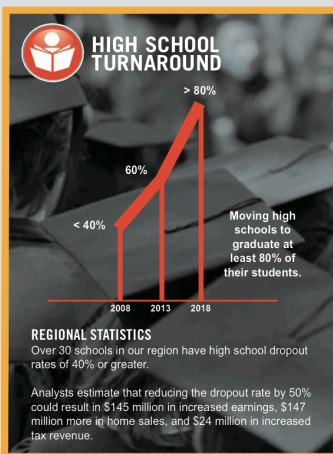
A Fundraiser's Sandbox



Setting the context

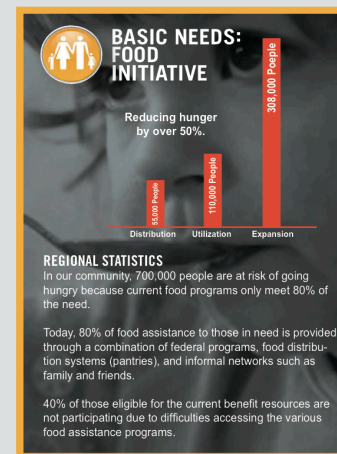
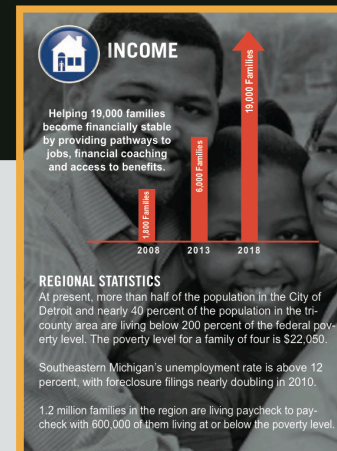
United Way for Southeastern Michigan is inviting people and organizations with expertise, resources and passion to join us in

Making Greater Detroit one of the top five places to live and work by 2030.



"We must have the courage to put a stake in the ground in our communities, to set audacious goals and to bet a great majority of people will join us."

— Rick Harwood, Harwood Institute for Public Innovation





GM Banks on Detroit Kids

\$27.1M to Back United Way High School Program

“A case for support is not so much about what your organization does. A case for support is mostly about your promise, the promise you make to the world through your mission, your accomplishments and your plans.”

Tom Ahern, Author and Nonprofit Communications Specialist

Creating a Case for Support

Developing a Case for Support

Consider the Following Questions:

- What does your organization promise?
- What will be different in your community, state, nation or world?
- Why is your solution worthy, proven, effective or unique?
- Why is now so urgent?
- Why do you need my (*donor*) support?
- How will you convey emotion in the case for support?

Developing Your Case for Support

YOUR PROMISE:		
<p>IMPACT STRATEGY #1</p>	<p>WHY YOU?:</p>	<p>IMPACT STRATEGY #3</p>
<p>IMPACT STRATEGY #2</p>	<p>WHY NOW?:</p>	<p>IMPACT STRATEGY #4</p>
WHY ME (DONOR)?:		



McKinsey Whitepaper: Shaping the Future

Solving Social Problems Through Business Strategy

INSIGHTS FROM TRANSFORMATIONAL CORPORATE PARTNERSHIP

UWSEM ASSETS

Relevant Goals-
Agenda for Change
—
Transparent Measures
& Accountability
—
Volunteer
Leadership

CORPORATE PARTNER ASSETS

Corporate Social
Responsibility
Alignment
—
Highly Skilled
Workforce 30,000+
—
Extraordinary
Leadership



**\$27.1M
Investment
GM Network
of Excellence**

Seven Turn-Around
High Schools

—
Early Childhood
Learning Communities

GM Workforce Engagement

Career Day Speakers

—
STEM Internships & Externships

—
Leadership Development

—
Food Drives/Bags
for Breaks

UWSEM CHALLENGES

Legacy Brand Image
—
Significant Investment
Needs
—
Scaling Community
Engagement

CORPORATE PARTNER CHALLENGES

Bankruptcy
—
Employee Morale
—
Consumer Affinity

INSIGHTS

Demonstrate Measurable Impact • Experience the Work • Solve Business Problems • Build Partnership

CREATING TRANSFORMATIONAL CORPORATE PARTNERSHIP

**OUR
ORGANIZATIONAL
ASSETS**

**CORPORATE
PARTNER
ASSETS**

**ORGANIZATION
NAME HERE**

**CORPORATE PARTNER
NAME HERE**

Define
mutually-beneficial
partnership goals

**OUR
ORGANIZATIONAL
CHALLENGES**

**CORPORATE
PARTNER
CHALLENGES**

INSIGHTS

How do we demonstrate measurable impact in our community?

How could this corporate partner powerfully experience our work?

What business problems are we solving for this corporate partner?

How do we honor and sustain this partnership?

Developing an Investment Menu



“I want to give my kids enough so that they could feel that they could do anything, but not so much that they could do nothing.”

Warren Buffett, Billionaire Philanthropist

Developing an Investment Menu

- What new initiative(s) must you launch to deliver your promise?
- What existing initiative(s) must be scaled to deliver your promise?
- Are your growth plans qualitative, quantitative or both?
- Which program(s) consume the majority of your unrestricted operating funds?
- How could you package these opportunities into a menu of investment opportunities?

Developing Your Investment Menu

IMPACT OF YOUR GIFT TO *(your organization)*

\$ _____ *will:*

\$ _____ *will:*

\$ _____ *will:*

\$ _____ *will:*

Developing Your Investment Menu

- What new initiative(s) must you launch to deliver your promise?
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Developing a Cultivation “Moves” Menu

Standard Moves	Custom Moves	Transformational Moves
<p>Raising broad awareness of mission, vision and resulting community impact</p> <p><i>Examples: Tours, Mission-Focused Events (both programmatic and fundraising) E-newsletters, Direct Mail, Website links, Personal Notes)</i></p>	<p>Aligning engagement with the donor/prospective donor’s specific area of interest; providing access to behind the scene or inner-circle experiences; increasing listening and dialogue</p> <p><i>Examples: CEO Chats, Personal invitation to meet/hear Guest Speakers/ Subject Matter Experts, VIP Access, Seating at an exclusive event</i></p>	<p>Providing a life-changing, hands-on experience in the donor’s preferred mission area of your work</p> <p><i>Examples: Mentoring a child, Volunteering on the Crisis Hotline, Awarding the Scholarship, Riding in the Ambulance, “A Day in the Life Of” shadowing experience</i></p>

Donor Cultivation Plans

- Is this cultivation move aligned with the donor's/corporation's area of interest?
- Are we being strategic in the level of move we're selecting?
- What will the donor know or feel as a result of this cultivation move?
- What more do we want to know about this donor through this move?
- Who is the best person to invite, engage and/or accompany the donor?
- What (if any) issues might this donor have with us?
- What's our desired next move with this donor?

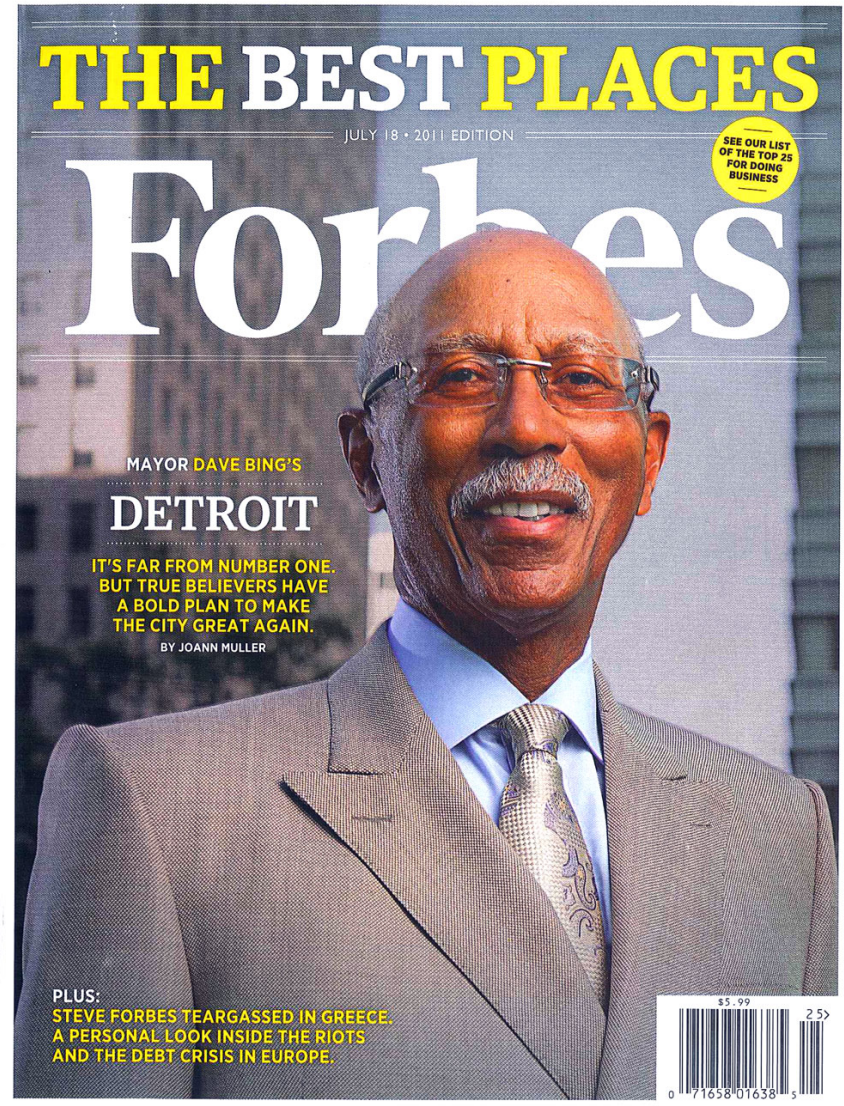
Securing Transformational Corporate Gifts

“ The space between being donor-centered and mission-focused is where the successful ‘ask’ occurs. ”



Transformational Corporate Engagement Insights:

1. Create a Compelling Promise
2. Provide Transformational Engagement Opportunities
3. Solve Business Problems Through Philanthropy



Want to Learn More?

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