

*Below are descriptions of several types of business and corporate relationships along with key drivers of success for each of them. We have provided links to many companies who have readymade programs in which you can engage.*

*Development Services is happy to help you develop a specific game plan for a company or business. That help can include going to meetings with you or members of your team, identifying ask amounts, and proposal assistance. Just ask us. As you utilize any of these ideas, please tell us about your experience. Our plan is to continue to add to the toolkit, including providing actual samples.*

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### Small Business Drive

The concept: engage with your local Chamber and ask them to do a membership drive to support you. The support can take the form of a donation or a business that gives via percent of sale or customer donations. Key success factors:

- An “insider” or “insiders” who can jointly sign the letter that will go to members. The Ideal person is a well-known business leaders and chamber member. Without “insider” support, your campaign’s chance of success is greatly lessened and may not be worth undertaking.
- Share a photo and story of your program’s success or impact. Start with the story and then share some numbers and statistics. Vision and impact are what make a compelling “ask.”
- After you have shared a story and the vision, ask for the gift, and give a specific amount: “...be a gold sponsor of \$1000.” Don’t be afraid to ask for a high amount.
- Include an enclosure card that provides different business “sponsor” levels: for instance, UCCE gold sponsor \$1000; silver clover \$500; bronze clover \$250. You can tell them you will provide them with a certificate showing their annual support. Determine your support levels by looking at what other organizations in the community are doing and emulate them.

### Volunteer Hours

Many Fortune 500 companies have employee (or retiree) volunteer grant programs. They are simple: have their employees volunteer and you receive a donation, in addition to the volunteer hours. Below are examples of some known programs. Talk to volunteers and ask if their company has similar programs.

Carmax - <https://foundation.carmax.com/matching-gifts.html>

Carmax awards grants of \$10 for every hour an Associate or their eligible family member volunteers. 8-hour minimum.

Kohl’s - <https://corporate.kohls.com/corporate-responsibility/associates-in-action>

Through the Kohl's Volunteer Program, Kohl’s associates donate their personal time to make a difference in their local communities by volunteering with eligible 501(c)(3) nonprofit

organizations. Eligible organizations will receive a \$500 donation for every five associates that volunteer for each event.

Verizon - <https://www.verizon.com/about/responsibility/giving-and-grants>

50 hours of volunteer time equals \$750 for a nonprofit of your choice.

Raise money as a team of 10 or more and Verizon will match employee giving one for one up to \$25,000 per organization.

Walmart - <http://giving.walmart.com/our-volunteers/>

Walmart associates may apply for a Volunteerism Always Pays (VAP) grant on behalf of their volunteer hours at eligible organizations. When individual associates or a group of associates reach a threshold of 25 hours volunteered, individual associates may apply for a \$250 grant and a group of associates may apply for grants up to \$5,000 to the charity.

## Restaurants

Many restaurants will allow for 10-20% of organizations sales to go back to your organization for an evening fundraiser with a valid flier from your organization. Below are some chains that offer this. But many local restaurants also do this as a community service.

BJ's Restaurants - <https://www.bjsrestaurants.com/community/kids-and-families>

California Pizza Kitchen - <https://www.cpk.com/Company/Fundraisers>

Chili's - <http://www.qdi.com/Community/Chilis-Community>

Chipotle - <https://chipotle.com/contact-us.html#philanthropy>

Chuck E. Cheese - <https://www.chuckecheese.com/events/fundraising>

McDonald's – Some local restaurants may assist

Panda Express - <https://www.pandaexpress.com/fundraiser-landing>

Panera Bread - <http://fundraising.panerabread.com/>

Red Robin Gourmet Burgers - <https://www.redrobin.com/company/giving-back/fundraising.html>

Rubio's - <https://www.rubios.com/fundraisers>

Wendy's - Some local restaurants may assist

Cause-Related Marketing – *You must work with Development Services on this type of campaign because it requires formal agreements and approvals.*

Think of Yoplait and Breast Cancer: You buy their yogurt and they make a donation to fight breast cancer. Dawn dish soap donates to organizations that clean birds after oil spills. Companies engage in these partnerships because every major marketing study shows that consumers view more favorably products and companies that support charities. The percentage of consumers who feel this way is growing. Nearly nine-in-ten Americans (89%) would switch brands to one that is associated with a good cause, given similar price and quality, compared with 66% percent in 1993. In addition, a majority of consumers (79%) seek out products that are socially or environmentally responsible (Cone Report).

Critical when structuring a cause-related marketing agreement:

- A set timeframe for the agreement—it can always be extended.
- Compatibility between product and cause (i.e., the Clean Air Fund doesn't take money from the coal industry).
- A guaranteed minimum. This is critical. Our brand has value; we should never give it away. Also, consumers are more sophisticated, they expect there to be a dollar goal and commitment.
- Approval of brand and logo use by both parties.

Point-of-Sale Agreement – *You must work with Development Services on this type of campaign because it requires formal agreements and approvals.*

Tractor Supply is a perfect example: you are asked at checkout if you would like to buy a 4-H Clover (aka a pin-up). The majority of donations are coming from customers, but most Point-of-Sale agreements are negotiated to include a corporate gift, i.e., the Company will match the first \$10,000 donated in each store. Stores want bar-coded pin-ups and many companies will print them for you free of charge.

Critical for success in Point of Sale campaigns is engagement of the front-line workers who are critical to the success of a campaign. Ways to engage employees include:

- Ask the company to create an incentive for the employee(s) who sell the most pin-ups—it can be a gift card, a day off, etc.; if they won't provide, see if they will let you provide.
- T-shirts or buttons employees can wear promoting the program.
- An all-out thank you campaign enlisting volunteers and staff to visit the stores, make some small purchase and say “thank you for doing this” to the cashier. This is a HUGE motivator for cashiers—just to be thanked by someone in the program.
- Offer a short presentation for the staff, sharing with them the impact of your program in their community and expressing our appreciation for their efforts.
- Add communications strategy to build awareness of campaign in the community.