

dp donorperfect

COMMUNITY CONFERENCE **SPARK**





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We love to help nonprofits unite their mission with their digital marketing and fundraising.

CONNECT WITH ME:



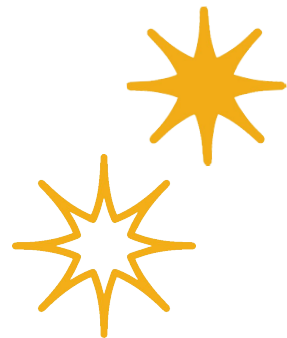
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Surprising Alchemy

How Corporate Partners Can Empower New Donor Growth







Outlook



Search



New event



Add calendar



April 2022



M T W T F S S

28 29 30 31 1 2 3

4 5 6 7 8 9 10

11 12 13 14 15 16 17

18 19 20 21 22 23 24

25 26 27 28 29 30 1

2 3 4 5 6 7 8



Today



April 2022



Monday

Tuesday

Wednesday

28 Mar

29

30

04

05

06



Why we get stuck

- Where to start?
- Fear of failure / rejection
- Not convinced of value

Common challenges

- Never tried
- Lack of success
- Not prioritized
- Other



THINKING,
FAST AND SLOW



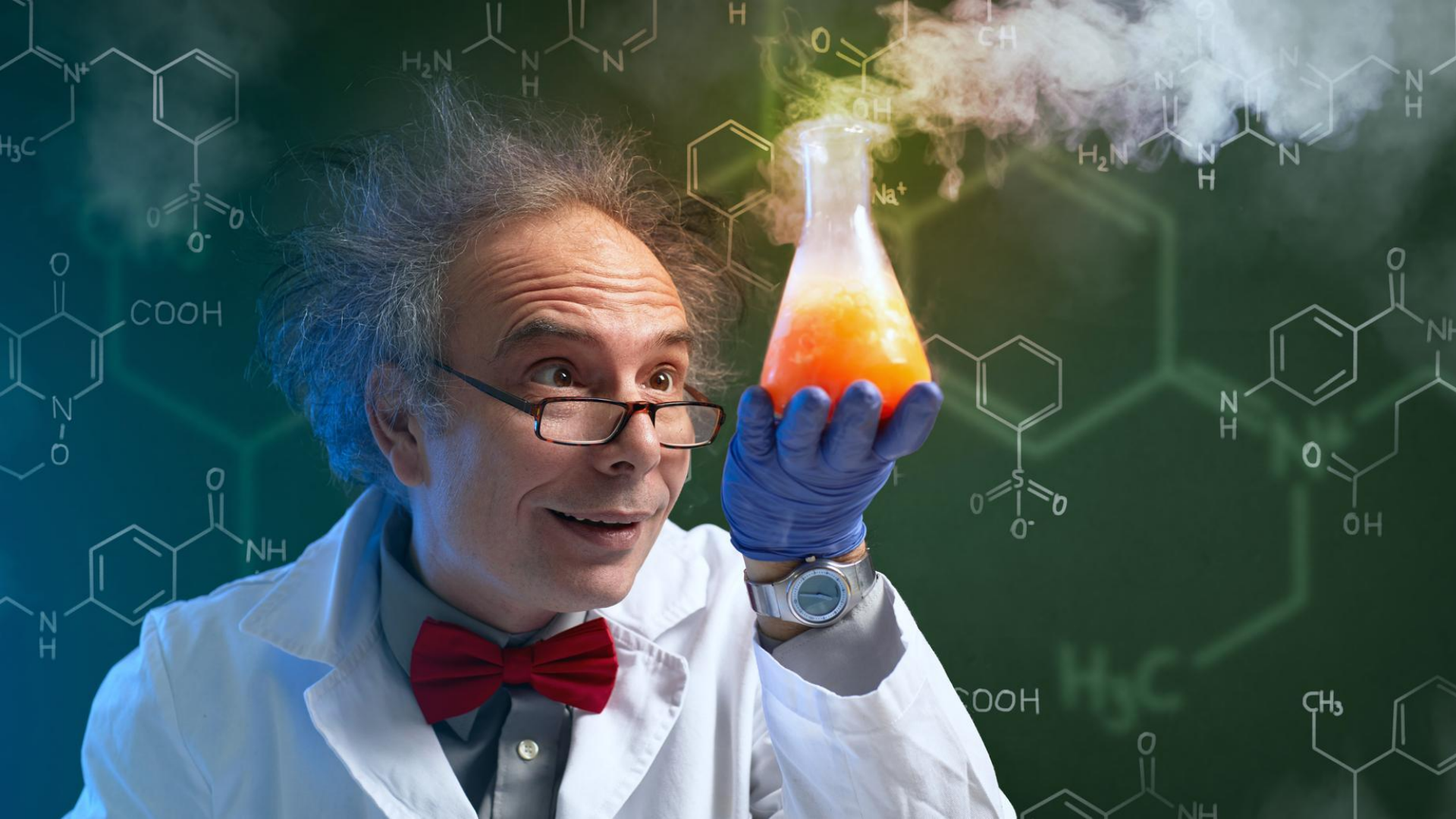
DANIEL
KAHNEMAN

THE STARTUP WAY ERIC RIE

Tiny
Changes,
Remarkable
Results

Atomic Habits

PHIL KNIGHT / SHOE DOG





What you'll learn today

1. Overview
2. 3-step process
3. Email framework







How to get a “yes”

1. Offer what they want
2. Make it easy

What do companies want?





**Your nonprofit's
program
expertise**



**Corporate
partner's subject
matter expertise**



**Co-created content to attract
new audiences for both
partners**

Examples

- Animal sanctuary + pet products
- Anti-human trafficking + family safety apps
- Food banks + chefs / Restaurants





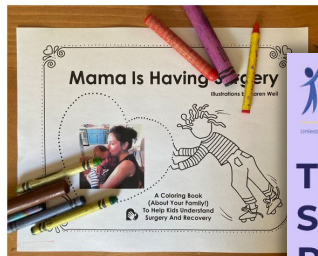
Not Your *Bubbe's* Recipe Book



Compiled & edited by Maot Chitim of Greater Chicago



Your Customizable Coloring Book (About Your Family!)



A Coloring Book To Help Your Kids Understand Your Surgery



Transform Your School with Restorative Practices

Unlock the Power of Positive
Relationships and Resilience

[Free online course](#)

[Read more](#)



the UP for
Learning
team!

Challenges

Here are some of the common challenges
that schools face:

- Lack of engagement
- Inequity
- Unhealthy relationships between students, students

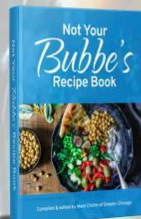
[Take the Free Online Course](#)

* Email

* First Name

Jewish Holidays Digital Recipe Book

30+ hand-picked recipes for every Jewish holiday
from top Jewish chefs



your email

first name

[Get the Free
Recipe Book](#)

(Your info. is confidential! Unsubscribe anytime.)





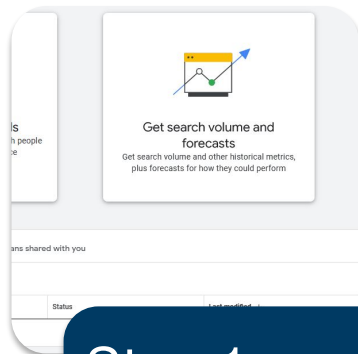
**What do people who
share your values want?**





Examples of shared values

1. Pet owners + animal sanctuaries
2. People who love to cook/host + food banks
3. People who love to camp + clean water orgs



Step 1

- Understand needs
- Create a resource



Step 2

- Offer the download in exchange for subscribing



Step 3

- Cultivate new subscribers via email



Understand your donors' needs

Then create a list of potential (digital) resources

What topics would most interest you?

139 out of 139 people answered this question.

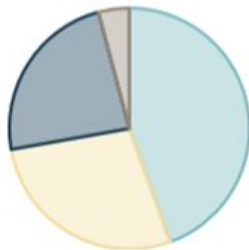
Recipe book with healthy recipes for each of the holidays (passover, rosh hashanah, hannuka



A guide to Shabbat for the modern family: how to disconnect to connect

Sharing recipes, heartwarming stories, and activities to help your kids/ grandkids have fun and

Other



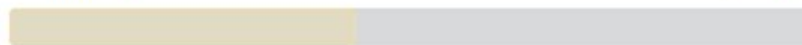
A recipe book with healthy recipes for each of the holidays
(passover, rosh hashanah, hannukah, others?)

96 /
139
(69.1%)



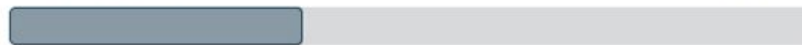
A guide to Shabbat for the modern family: how to disconnect
to connect

60 /
139
(43.2%)



A guide to Passover: sharing recipes, heartwarming stories,
and activities to help your kids/ grandkids have fun and get
involved in the Seder meal

51 /
139
(36.7%)





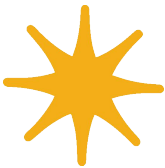
List ideal corporate partners

Then reach out to those partners



Factors for ideal partners

1. Expertise
2. Values
3. Size & persona of their audience
4. Revenue





Reach out

1. Who to contact
2. How to contact

Email framework

1. Hook
2. Anchor
3. Win
4. Ask





Collaborate

Then build the relationship



Ideas for collaborating

- Provide market research
- Use content they already created
- Ask for their marketing support
- Share audiences



What you're offering them

- Positive publicity / branding
- Supporting their values
- Employee engagement
- Free advertising!
- New audiences





Follow up & keep building

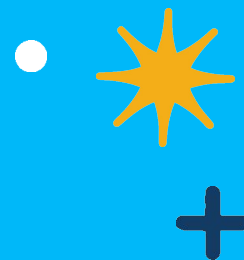
1. Plan cross-promotion
2. Thank them publicly (social media)
3. Plan next collaboration
4. Ask for an introduction

The Corporate Partnerships Attraction Kit

Start a new partner in the next 30 days! [Get the kit»](#)

- 30%+ success rate
- Step-by-step
- 30+ ideas to find & contact partners
- 4 email templates





Q & A

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