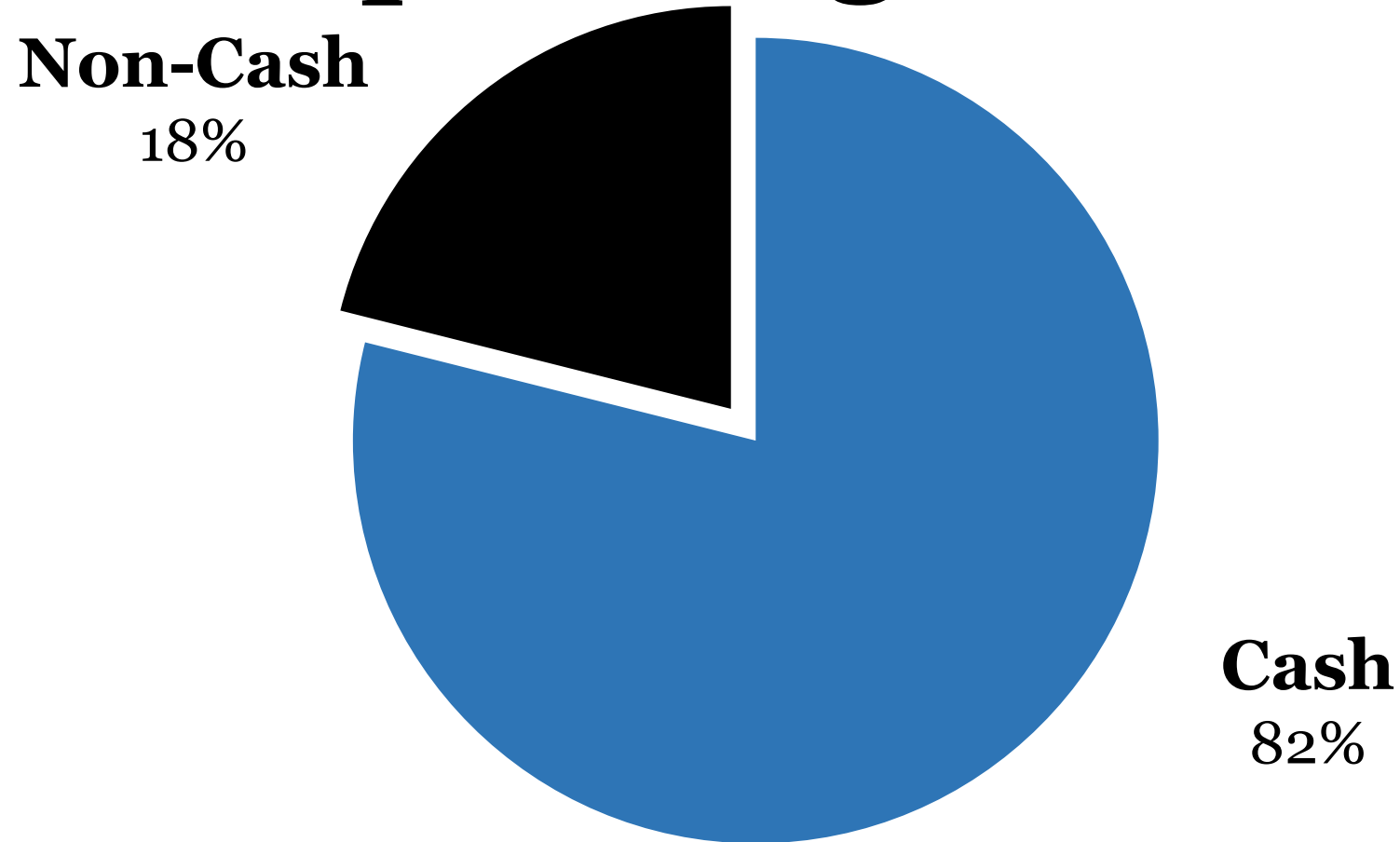


Introduction to Corporate Giving

Upon completion of this training, you'll be able to:

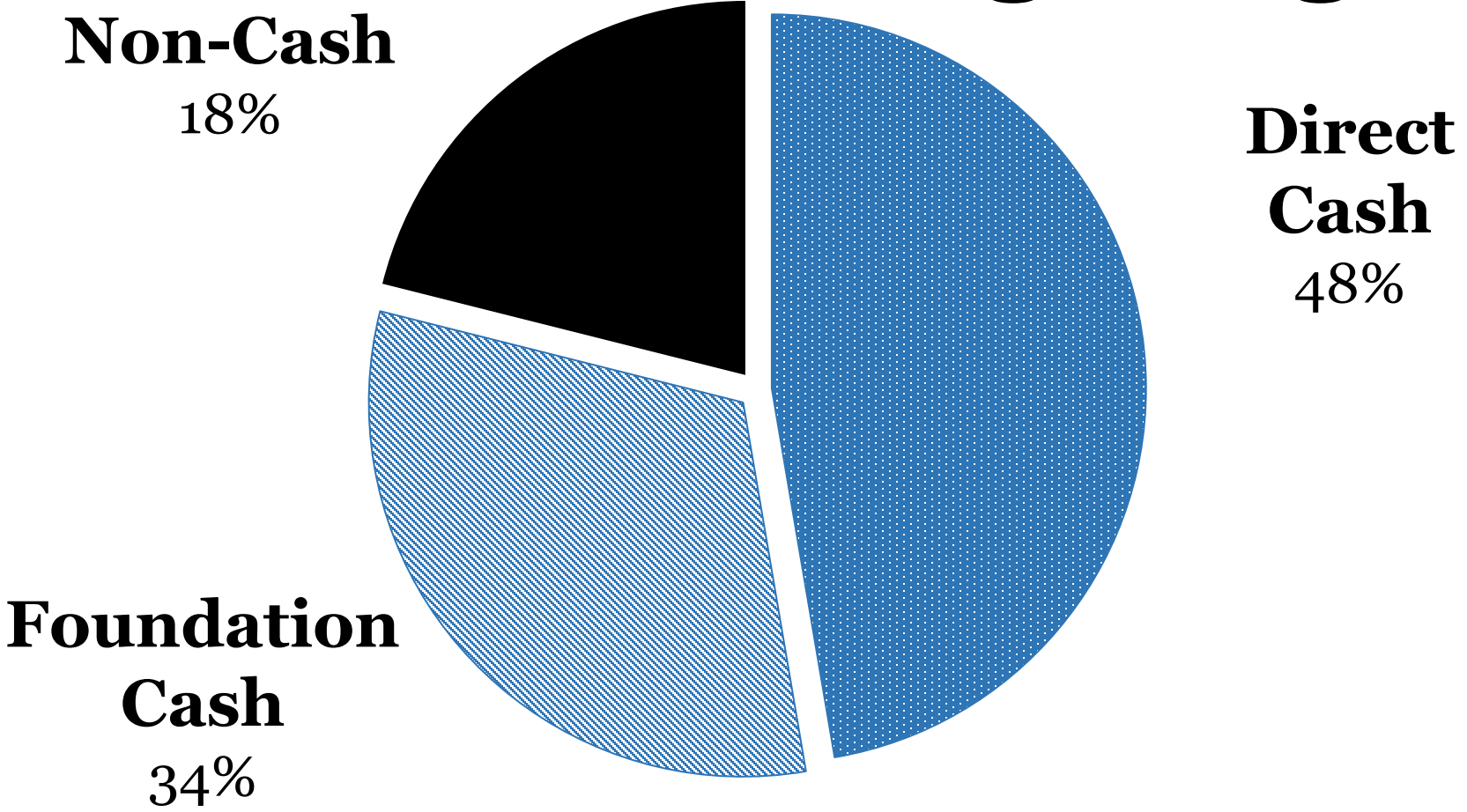
- Define different types of corporate giving
- Explain companies' motivations for giving
- Research potential corporate partners

How companies give?



Credit: *Giving In Numbers: 2018 Edition*, CECP

Closer look at cash giving



Credit: *Giving In Numbers: 2018 Edition*, CECP

Cash contributions



Foundation grants

Company-sponsored Foundations are private foundations whose grant funds are derived from the contributions of a for-profit business.

Corporate contributions

Direct corporate giving programs are grantmaking programs established and administered *within* a profit-making company.

Corporate sponsorships

Corporate sponsorships are a form of marketing which a corporation pays for all or some of the costs associated with a project or program in exchange for recognition.

Cause related marketing

Typically, in this partnership, the company will donate to the nonprofit when their product is purchased.

Matching gifts through employees

Employee matching gifts (also known as matching funds) are grants an employer makes to match its employees' charitable contributions.

Non-Cash contributions



Products



Pro-Bono Services and Employee Volunteerism



Space



Why companies give?

- To take advantage of tax deductions
- To advance their business objectives
- To increase corporate visibility
- To be good corporate citizens



To take advantage of tax deductions

Are you a legal nonprofit organization?

To advance their business objectives

- What audiences/constituents do we share with companies?
- Would companies want to connect with our constituents?
- Do we address issues of interest to a company?

To increase corporate visibility

- How visible are you in the community?
- How big an audience do you have?
- How would you get their name in front of the public?

To be good corporate citizens

- What companies are in our backyard?
- How do we strive to enhance the local community?
- How deep is our network of community leaders?

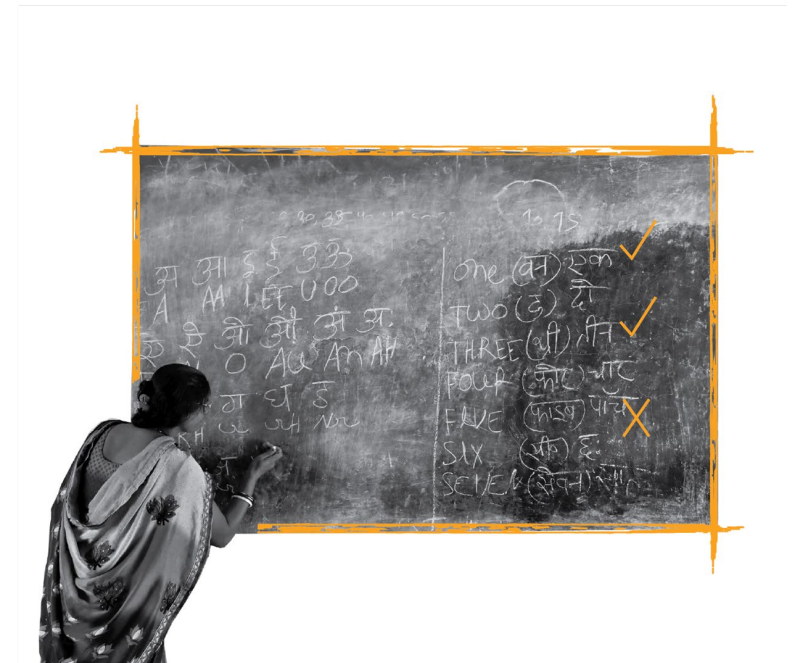
How to find corporate partners?

- What you do
- What they do
- Where they are located



Key takeaways

- Corporate philanthropy is motivated by company interests
- Look at your organization from the company's point of view
- Companies support nonprofits in many different ways



What's next

Live online training or video

Introduction to Fundraising Planning

Price: Free

bit.ly/IntroFundraisingPlanning

Self-paced learning

Digital Storytelling: How to Engage and Activate Your Supporters Online

Price: Free

bit.ly/DigitalStorytellingSPEL

Thank you

Stay connected and never miss a virtual training by subscribing to our Candid Learning newsletter

bit.ly/CandidLearningNewsletter



Questions?