



Corporate fundraising: will it ever work?

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The stereotype of charity/corporate partnerships

- The company has its brand enhanced, people buy more of its products, and its employees are like (free-range) laying hens
- The charity gains vast amount of money, media exposure and awareness
- But how often does this really happen...

Company – charity relationships are mismatched

- Charities want vast amounts of money, but companies want skills, motivation and expertise for their employees and much more
- Charities get relatively little money from companies, and charities are a relatively small part of corporate responsibility
- Cause-related marketing doesn't work - it's a tiny tiny part of the overall marketing mix for companies
- Companies are usually better employers and better corporate citizens than either charities or government

A word about volunteering

- Charities hate it and companies love it
- Volunteering (particularly locally) is a key part of the new company paradigm
- What volunteering opportunities do most charities offer?
- Charities which make their volunteering into products will do particularly well

Cause-related marketing isn't working

- Go and ask your friends and families:
 - What charity/company tie-ups they can remember
 - What products they bought as a result of those partnerships
- Everybody loves to talk about cause-related marketing but few appear to have actually done it successfully
- The public can't remember much

What is the business of corporate partnerships from the company perspective?

Increasingly companies want to:

- Want to know what is in it for them
 - Their brand
 - Their employee retention and motivation
 - Their future employees
 - Their long-term business outlook
 - Their corporate citizenship
 - Their sales
 - And even their share price

Three broad models



**Charities need a new paradigm which matches
the strategic direction of companies**

The story so far.....

- Income from companies is limited
- Its hard work (and being rude doesn't work)
- They have limited amounts of money

- But partnerships can be great for employees, teamwork, skills development and local communities
- The real money can be in payroll giving and employee fundraising events

One new model is not about fundraising from companies, but fundraising through companies

What does this really mean?

Who is the target?

Who gives?

The company

Money from the company

Old

**The employees or the
customers (so no money
from the company)**

**Money from the company's
employees and customers**

New

So if the company's role is about access.....

- Then any organisation which has employees can join a partnership...
- The public sector
- Even charities

Imagine.....

- What does charity of the year look like in a public sector organisation
- The benefits for employees' motivation and morale are the same....
- The amount of money is no longer limited by what the company can afford but what employees give through their payroll and through fundraising
- The meritocracy of choosing charities can be increased
- A consortium of charities may be allowed access

But imagine if companies were driving the debate on organisational citizenship

We could have...

- Not just FTS4Good but Government4Good and Charity4Good
- Not just a Forestry Stewardship Council but a Climate Stewardship Council
- Not just charities criticising companies but companies criticising charities and government
- Not just discussion of corporate citizenship & responsibility but also of charities and government citizenship and responsibility
- Companies leading the debate about how all individuals and organisations impact on, and contribute to the world in which they live

