

how to

create

corporate partnerships?

A practical guide on how to create successful corporate partnerships

“In our partnership we value that dance4life has a big youth backbone across the world and they speak the language of young people. They have built their youth backbone over 10 years and they have great knowledge on youth. dance4life knows what the needs of this specific target group are, what young people like and how to involve them. They help us with access to young people and we help dance4life with the means and our network to empower young people to become personal leaders and take control over their own lives.”
(corporate partner dance4life)



introduction

There is a lack of knowledge and sharing of knowledge in the field of public-private partnerships (PPP's), hence the focus area of Share-Net International to push these partnerships for Sexual and Reproductive Health and Rights projects. In light of this focus area, Share-Net International undertook different actions: (a.) they conducted scientific research on PPP's from the NGO's perspective (b.) they assigned dance4life to develop and test a toolkit for NGO's on how to create corporate partnerships and (c.) they shaped a committee with NGO and corporate members, aimed at creating mutual understanding about each other's needs. The next step will be to conduct another research from the corporate perspective. Once this has been conducted, a workshop or training will be held to share the obtained knowledge and experiences.

Share-Net International assigned dance4life to develop, train and test a model and toolkit on how NGO's can develop corporate partnerships, which covers a part of PPP's. The testing ground used to develop this toolkit was India in combination with the international experience of dance4life when it comes to corporate partnerships.

Basically, anyone can become a great corporate fundraiser by understanding the principles behind raising corporate money, then practicing over and over again. While some people are naturally gifted corporate fundraisers, the majority of those working in the corporate fundraising world started off feeling confused and awkward.

So anyone can be a superstar corporate fundraiser and with this toolkit we hope to help you gain understanding about the process of corporate fundraising.

Corporate fundraise is quite distinctive from institutional fundraising. Corporates are businesses and have sales and revenue targets, so the dynamics always are related to return on investment and the question what is in it for them. Moreover, they speak their own corporate language. But NGO's also do: we have impact targets, everything we do always is related to our higher goal(s) and we speak our very own NGO language! In order to bridge the differences between corporates and NGO's, mutual understanding is required.

While training and conferences can provide detailed and valuable insights needed to deliver high impact partnerships between NGO's and corporates, there are a number of steps to work towards a successful partnership. This toolkit is created as a very practical guide: it explains the added value of partnerships between NGO's and corporates, the process of how to build a successful corporate fundraising strategy from scratch, about corporate language and corporate pitching, raising corporate funds, writing a proposal and it includes practical tips&tricks and templates which can be used throughout the whole process.

1. create a case for support

At the heart of all good fundraising is an effective case to support – a powerful and engaging argument as to why a donor should support your work. In order to get that case across, explain the following. The following order is the one we use as we feel this is a good structure and build, feel free to swap around:

- What is the problem?
- What is your organization's solution to the problem?
- Introducing your organization
- Data of your project in the past
- A unique selling point: this can be either a campaign or a story which shows your impact
- Growth vision

Key success factor:

Most importantly you need to explain this in a simple, externally focused way that is memorable and emotionally engaging. Also the use of visuals that appeal to the imagination of corporates really helps.

example of a dance4life country case

DANCE4LIFE INDIA



Key facts about India



India: One of the largest emerging powers in the Global South and a country of huge dimensions and diversity. It's also one of the 'youngest' countries in the world: half of India's population of 1.3 billion is under the age of 25. Although India has experienced significant economic growth, education and access to basic health services are still unavailable to most people. Sadly, young people are the most vulnerable group. Because of India's poor schooling system, conservative gender norms, deficient health services and the stigma that surrounds sexuality, the health of millions of teenagers is at serious risk:

- No sexuality education: only 20% of young women and 36% of young men have accurate knowledge of HIV. 50% of young people in India are not familiar with contraceptive methods
- Young people remain vulnerable: 31% of all new HIV infections in India occur among young people ages 15 to 29
- Gender inequality and violence: 55% of girls aged 15-19 disagreed with four out of five reasons offered for why a husband would be justified in hitting his wife.
- Child marriage: 47% of all married women in India entered the marriage as minors
- Unsafe sex: of all young people who engage in premarital sex, only 7% of women and 27% of men reported using protection



Our partners

In India, we work with various partners. At the moment we are collaborating with:

1. Restless Development India, a youth-led development agency that promotes youth leadership in three key areas: civic participation, sexual health and livelihoods. Since 1985 Restless Development India is among the leading organizations in the country that work on youth sexuality. Because of their existing life skills programs, dance4life was able to engage schools throughout the country with the highest urgency.
2. MAMTA Health Institute for Mother and Child (MAMTA-HIMC), focuses on Adolescent Reproductive and Sexual Health and Rights, Maternal and Child Health, HIV & AIDS and rights and Non-communicable diseases. Since 1990, MAMTA has grown into an established institute for program implementation, advocacy, training and research; and acts as a think tank at various national and international levels.

"As a peer educator, I have discovered new ways to motivate people and play a positive role in my community. I feel much more confident about myself and my future."

Pragati (21), Peer Educator dance4life India



Our ambassadors

dance4life works with ambassadors to spread our message and truly involve young people with our work. A major celebrity in India, Bollywood dancer and choreographer Terence Lewis has supported dance4life since 2014. His media presence and community of fans – over 2 million followers on Facebook – are crucial for our efforts to reach as many young people as possible.

Terence: "It was really inspiring for me to experience a dance4life session for the first time. Like myself, dance4life connects with young people by using the positive energy of dance. My philosophy is 'ABCD': 'AnyBody Can Dance'. That is why I support dance4life: it's a great way to protect teenagers from HIV, sexual violence and gender discrimination"



Our program

The dance4life India program has started in 2010 and so far has reached 170,000 young people and built a community of 38,000 agents4change. The program is being implemented in 120 schools and community centers in four Indian states: Tamil Nadu, Bihar, Odisha and Jharkhand.

Our India program reaches young people in high schools as well as out-of-school youth ages 12 to 18. We mainly work in rural areas, reaching the most disadvantaged groups. In addition to HIV, teenage pregnancies and sexual violence, our India program specifically addresses gender discrimination and child marriage. By openly discussing these culturally sensitive issues, dance4lives offer young people a different perspective and support them in making their decisions of their own.

By engaging parents and family members – so-called gatekeepers – we also involve young people's environment. With our agents4change, we stimulate adults to reflect on the life decisions they make for their children and how can create a more enabling and youth-friendly society.

Where we work



A 2015 study measuring the impact of dance4life India, demonstrated a number of significant improvements in the knowledge, skills and attitudes of young people.

Knowledge: behavior for Self-efficacy: before	The number of young people that indicated unprotected sex as a risky contracting HIV increased from 46% to 78%.
Misconceptions: HIV program	The number of young people who indicated they did not want to get married the age of 22 increased from 31% to 44%
Contraception: 66%	65% of participants indicated that a person who looks healthy might still be positive, versus 17% prior to joining the accurate knowledge on how to prevent pregnancies increased from 49% to halfway through the program



Case study: "Knot So Young"

An important problem that contributes to the vulnerability of young people, and girls in particular, is the widespread practice of child marriage. In India, almost 50% of teenage girls are forced to marry before the age of 18, and the country accounts for over 40% of all child marriages globally. Robbed of their childhood, child brides are physically and emotionally not ready for marriage, and at extremely high risk of contracting HIV and STDs, complications related to unplanned teenage pregnancies, and sexual violence.

In September 2014, dance4life embarked on a new youth-led campaign, 'The Knot So Young' Campaign, to end child marriage in India. The Knot So Young Campaign actively engages the general public in India's large cities to create more awareness around the devastating consequences of this harmful practice.

The campaign is spearheaded by Terence Lewis, he has called on the general public in Delhi, Mumbai and Chennai and other cities to take the pledge and speak out for the rights of millions of girls who are victimized each year. Through our joint online presence and Terence's public persona, we reached out to 180,000 people in the first half of 2015 alone.



Personal story of a 15-year old girl

Anita is a 15 year old girl from Pakur district of Jharkhand. She lost her father when she was 12 years old. Her family is supported by her brother, who works as a daily wager. In the earlier days of our involvement in Anita's school, Anita came across as a shy girl. "I had very low self-confidence. I was never able to express my problems or concerns to anybody including my own family members. I even hesitated in sharing the problems related to menstruation at my home". While interacting with one of our volunteers, Madhumati, who hailed from the same village as Anita, Anita thought it would be a good experience to join a youth club.

Though the youth club, Anita was able to attend sensitisation sessions on Puberty, Sexual and Reproductive Health Rights (SRHR), Gender and Child marriage. "When one fine day, a relative came to my mother for a marriage proposal, I knew that it was not the right thing to succumb. Due to tight financial situation, my mother was very keen on getting me married, but I persisted, and tried to explain to my mother the harms and consequences of a child marriage."

Later a dance4life volunteer met Anita's mother & explained to her the legal consequences of a child marriage along with the health & personal consequences a girl can face due to child marriage. Anita's mother finally understood the issue & allowed her to study further. The marriage proposal was turned down.

2. research

There are various fundraise sources: institutional, public, foundations and corporates. Our advice is to always spread your risks and aim for various sources instead of one. So first decide which fundraise sources you aim to approach. When you know which sources to approach, you can start developing your fundraise **database with corporate profiles**. The key here is to find organizations and/or people that will have a reason to support you and the ability to financially support you at the level you need. Take a look at the core of the corporate; their interest,

the cases they have supported in the past and the corporate's financial data in order to get a clear picture of the potential corporate partner. This will help you decide which corporates really match your organization and vice versa.

Next, you will need to establish how to reach the potential corporate leads. It is easier to start with contacts that are personally close; use your organizations board, senior staff and others that can help you reach potential donors by identifying and mapping their connections.

example of the dance4life corporate research template

Name source – Name Researcher and when (m/d/yr)
Key Facts HQ: Leadership: Endowment: Giving Range & Grantees: rating 1 = good 2 = average 3 = not good Grantmaking 2012: Number of grants: Grant range: Grantees:
Programmatic Match: x (fill out rating) xxx
Organizational Match: x (fill out rating) xxx
Special Projects, Opportunities & Awards: xxx
Mission Statement xxx
Supported projects/programmes xxx
Strategy of approach xxx

3. create a

proposition

Next, you need to shape your needs and match them to donor interests. It is important to explain the value of their money and how it will make a difference. Institutional donors typically require a written proposal within a fixed format, whereas corporates may require you to pitch and then ask for a proposal in your own format. Make sure you have a pitch

ready which is **short, sweet and clear** and choose **one inspiring element** for your case. This always is a good start for a conversation.

Tip: Usually, the more details you share, the less clear your case gets to the donor.

Pitch Examples

1: General pitch

dance4life empowers young people with the information and leadership skills they need to take conscious choices about their personal lives and relationships. We use dance, music and campaigning to break barriers and we offer young people tools to help build their self-esteem. We have reached over 1 million young people all over the world. We have been working in India since 2010 and we have directly reached almost 400,000 young people.

2: Pitch for health related corporates

Reproductive health still is one of the world's biggest problems, in fact it is the #1 health threat for young girls and the 2nd largest threat for boys. dance4life believes that real change comes from within. So confident young people will be able to articulate what they need to others. That's why dance4life puts young people in the driver's seat, helping them to build their self-esteem in an innovative and attractive way. We do this through our youth engagement and personal leadership model, using dance, music and campaigning to break stigmas and to create awareness. In India we have been active since 2010 and we have directly reached almost 170,000 young people.

3: Pitch for popular youth brands/media

dance4life empowers young people with the information and leadership skills they need to take conscious choices about their personal lives and relationships. We use dance, music and campaigning to break barriers and build young people's self-esteem. Worldwide we have reached over 2 million young people. In India we have been working since 2010. Last year we developed a campaign to end child marriage, spearheaded by Bollywood star Terence Lewis. Through our online presence and Terence's presence at community activities, we have had a direct reach of over 180,000 people and 2 community leaders forbid child marriages in their communities!

4. ask for

money

Fundraising only works if you actually ask for concrete support, which we call a case or proposition. The more tailored and specific, the greater the chances of success. In terms of efficiency: make sure you have a proposition per kind or corporate (eg. pharmaceuticals, a youth brand, etc) that you can adapt easily. Clearly state which concrete differences the corporate can make and which concrete goals can be reached with €xx. Bottom-line: When corporates are asked for a specific amount and the return on investment is clear, they are much more likely to give, and much more likely to enter into a sustainable partnership with higher amounts over the period.

Understand that there will be “no’s”: And that’s ok! Even the best, most experienced fundraisers receive lots of “no’s.” Don’t let them get you down, it’s just part of the game. But...expect a “yes”, your positive attitude really matters in fundraising.

5. writing

proposals

If you've found a grant possibility that you think you qualify for that requires a written document it's time to write the grant proposal. There is no secret formula to writing successful grants. The only true do-or-die for grant writing is to follow the directions of the corporate offering the grant and make sure you do this from your unique selling point. Make sure you include all of the information they request and that you present your proposal in a business-like way. Executives receive lots of proposals so make sure yours **stands out** and is **short, sweet and complete**.

Tip: if you do have questions, go ahead and pick up the phone and call the corporate to ask. They won't bite, and often, calling will help you tailor your proposal exactly to the objectives of the corporate!

GENERAL TIPS AND TRICKS FOR CORPORATE PROPOSAL WRITING

Make sure your proposal is SMART: **Specific - Measurable - Attainable - Realistic - Timing** In general it helps people with a corporate mindset to understand what is needed, what they can do and what is in it for them. They all work with SMART goals and it will help you define your plan.

Specific: Describe who is involved, what you want to achieve, where you will do it, when and why. Example: a general goal would be “I want to lose weight”, a specific goal would be “I will join a fitness club and workout 3 days a week to get into shape”.

Measurable: Establish and agree on concrete criteria for your M&E for each goal you set. When you measure your progress, you stay on track and reach your target. Define how much, how many and how you will know when it is accomplished?

Attainable: Define the attitudes, abilities, skills, and financial capacity you need to reach your goals. It will help you to see previously overlooked opportunities that can bring you closer to the achievement of your goals. Goals that may have seemed far away and out of reach will eventually move closer and become attainable, not because your goals shrink, but because you grow and expand to match them.

Realistic: To be realistic, a goal must represent an objective toward which both you and the corporate partners are willing and able to work. A goal can be both high and realistic; you are the only one who can decide just how high your goal should be. But be sure that every goal represents substantial progress. A high goal is usually easier to reach than a low one because a low goal equals low motivational force. Some of the hardest jobs you ever accomplished actually seem easy simply because they were a labor of love.

Timely: A goal should be grounded within a time frame. With no time frame tied to it there's no sense of urgency. If you want to lose 20 pound, when do you want to lose it by? “Someday” won't work. But if you anchor it within a timeframe, “by May 1st”, then you've set your unconscious mind into motion to begin working on the goal.

Your goal is probably realistic if you truly believe that it can be accomplished. Additional ways to know if your goal is realistic is to determine if you have accomplished anything similar in the past or ask yourself what conditions would have to exist to accomplish this goal.

Do not use (NGO) terminology or abbreviations:

NO - SRHR, reproductive, key affected population, SDG's, too scientific language use

YES - young people, empowerment, self-esteem, leadership skills, relationships

Be to the point

No long texts, but be as concrete and clear as possible. For corporate people goes: time is money.

Use quotes, personal stories and endorsement

Quotes - a personal outcome with the gender and age of the person

Personal story - a personal story of someone with the issue the person is facing, what the consequences should have been without your support and the positive outcome. Max 200 words.

Endorsement – a endorsement for either a corporate or person you think the potential new corporate partner values highly

Use branding

Capture your work with nice pictures and make sure your and their branding is always visible. You can use your visuals/pictures in the proposals, reporting and on social media mentioning the corporate partners.

Don't create new work in favor of the corporate partner

Their support should always link to your current work and core mission. For example, if they want to reach out to another target group then yours, they might not be the right partner for you. Another example is that a corporate partner requires joint activations/campaigning. This is a great opportunity to make your partnership visible as long as it is related to both your core missions. Their questions always should to be in line with your strategy.

6. build

relationships

for the

long term

proposals

A good relationship with the donor is key and raises your odds to create a **sustainable** and **substantial** partnership and that is what all parties are ultimately interested in. In the end there will be donors that donate only once but ideally you would like to have a pool of long-term donors who are willing to provide you with funding each period. An ongoing relationship is possible to achieve but requires you to effectively **thank the donor**, keep the relationship warm, keep them involved in the conversation about your long-term goal(s), create **ownership** by continuing **involving** them in your organization – and most of all – **report** back on the difference **their contribution** has made. Basically, your corporate relation is a dear relation of who you should take care.

**We hope you
had a good
read!**

If you have any questions or if you are interested in a tailor made training, please do not hesitate to contact us:

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