



## How to Diversity Fundraising with a Corporate Partnership Program

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## Who I Am?

Experience helping associations **increase revenue and member value** with corporate partnership programs.

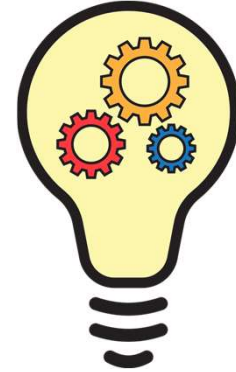
- 15 years experience in sponsorships/partnerships
- Educator/trainer: 200 articles, blogs, webinars per year
- Conduct 100 interviews with sponsors/partners per year
- Convener, Partnership Professionals Network



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## What We're Talking About Today

- Associations/foundations need revenue / revenue diversification
- However, generating non-dues revenue can be challenging
- Therefore, we need to:
  - Explore sponsorships for diversified revenue
  - Understand sponsorship trends
  - Conduct a sponsorship self-assessment
  - Identify association/foundation/member needs
  - Conduct exploratory interviews
  - Identify value propositions for sponsors
  - Develop a sponsorship strategy



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**Challenges**  
**Trends**  
**Barriers**

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## Most Associations Face Three Challenges

1. Need for revenue and revenue diversification
2. Need for enhanced member services from association and foundation
3. Demands from corporate partners – thought leadership and ROI

*The best solution is an improved Corporate Sponsorship Program that provides revenue **and** increases member value.*



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## Biggest Trend: Competition is Fierce

- Other similar associations
- Component associations
- Associations in other trades/professions
- Niche associations
- For-profit associations and subscription services
- Creators of networks of members
- Associations' sponsors and consultants
- For-profit trade publications and expo producers
- Education providers – brick-and-mortar and virtual
- Social media and other networks
- Technologies like Google, AI, Zoom, YouTube
- Internal competitors, including association vs. foundation
- Members that offer continuing education



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## Who is in Charge?

### Who is in charge of non-dues revenue at associations/foundations?

- CFO?
- Chief Revenue Officer?
- Vice President of Business Development?
- Department heads?

*According to ChatGPT, "At a membership association, non-dues revenue is typically managed by several key roles within the organization."*



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## Corporate Sponsorship Program Strategy

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## Sponsorship Self-Assessment

1. More than 2 years since evaluated?
2. Staff and board reluctant to support?
3. Traditional Gold, Silver, Bronze levels?
4. Many benefits and choices for sponsors?
5. Benefits are logos, visibility, recognition?
6. Sales pitch is “we need your support”?
7. Hefty sponsorship prospectus?
8. Several departments selling to same companies?
9. Board/staff say “we need sponsors for revenue”?
10. Discussions with sponsors are about tactics?



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## Identify Association/Foundation/Member Needs

**Before** contacting companies .... **identify the needs of the association, foundation, and members**

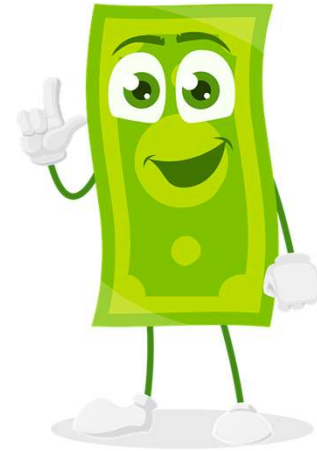
- Strategic plans
- Member surveys
- Board input
- Staff input
- Competitive analysis



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## All Money is Green, However ...

- Philanthropy
- Marketing
- Corporate Foundation
- Corporate Social Responsibility



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## Conduct Exploratory (Not “Sales”) Calls

### Focus on *objectives* ... not *tactics*

- What are your company’s business objectives and marketing goals?
- What do you want members to know about your company?
- Do you want to reach a segment of members?
- How do you measure success of sponsorships, marketing, advertising?
- What are your challenges in achieving your business objectives and marketing and goals?



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# Achieving Alignment

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## It's all about Business Decisions

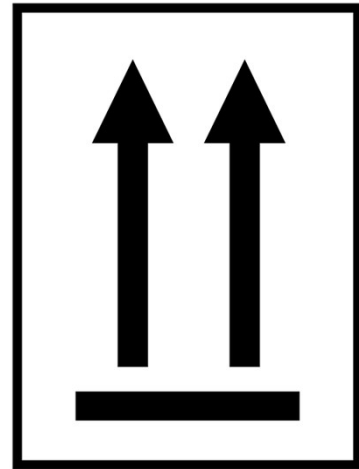
- Associations are making business decisions
- Association foundations are making business decisions
- Members are making business decisions
- Corporate partners are making business decisions



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## Make it All Align

- Align the foundation with the association
- Align the association and foundation with **each** sponsor



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## Make Your Foundation a Value-Add

### Five ways = T.E.A.M.S

1. **T**hink tank
2. **E**xpertise
3. **A**udience
4. **M**ember demographics
5. **S**tatus



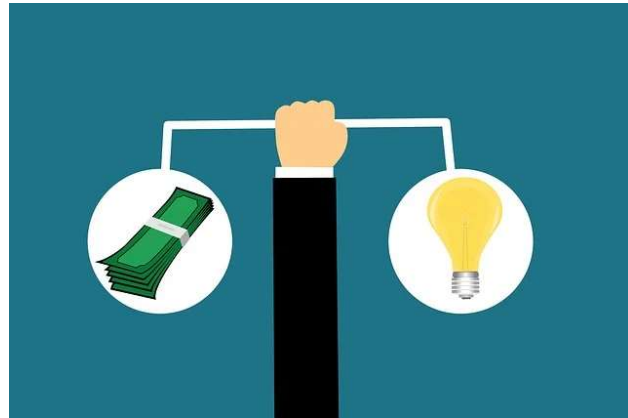
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## Association Foundation-Focused Benefits

- Consumer-focused
- Student-focused
- Fellowships
- Scholarships
- Community programs
- Awards
- Research



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## Package Benefits as ROI Solutions

### 3 key areas of interest to corporate partners:

- Business development
- Brand differentiation
- Thought leadership



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## Propose a win-win-win-win

What association  
**and** foundation **and**  
members need

*plus*

what **each** company  
can offer

*equals*

the win-win-win-win.



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## Next Steps

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## Why Now?

- Current challenges aren't going to "go away"
- Program development and revenue generation take time
- Competitive advantage
- Meeting member demands
- Financial diversification



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## Contact Information

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# Questions?

