

power to change



YWCA Global Campaign Update!

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allons-y!
vamos!



World YWCA Invest in the Leadership of Women & Girls

August 2005

Latest News:

Corporate partnerships have been one avenue that the World YWCA has been pursuing as part of its Global Campaign fundraising strategy. Jocelyn Murphy, the Executive Director of the YWCA New South Wales (NSW) in Australia has been guiding the World YWCA in this effort, along with associations and leaders with existing relationships with the corporate world. At the recent Asian YWCA Regional Training Institute in July 2005, the World YWCA invited Citigroup and the YWCA NSW to present their successful joint partnership, Finance First. The programme teaches the basics of money management, and includes a programme targeting primary school children being rolled out to schools in Australia, and another focused on managing household finances for adults. Citigroup has described the programme as one of their most successful NGO partnerships in the world, and has expressed interest in replicating and adapting it in other countries, particularly in the Asia-Pacific region. They are already working closely with the YWCA of Korea and local associations in the USA in their priority funding areas. If you are interested in knowing more about the Finance First programme or connecting with your local Citigroup, please contact campaign@worldywca.org.

In other corporate partnership developments, the YWCA of Netherlands has begun a partnership with Unilever as part of their unified campaign to raise resources for the global campaign and for local programmes. Unilever will support the YWCA to employ a person to co-ordinate volunteers working on their projects. The Geneva and USA Campaign Committee have also helped open doors to Proctor and Gamble, and the World YWCA is currently exploring the potential for partnering to bring safe drinking water to communities as part of our global priority of sustainable development. These are just some of the many efforts being pursued on the campaign trail to find partners that share the YWCA's vision and philosophy.

Get Involved:

This month we take a look at one of the more difficult types of fundraising: corporate sponsorship. Here is some advice to help you establish corporate partnerships without selling your YWCA soul.

Keep good company

There are a lot of delicate questions that must be answered before delving into corporate partnerships. Before approaching a corporation, do your homework. Here are some key areas to cover:

- **The philanthropic side** of the company (if it has one). Many corporations have clearly defined grant criteria and funding priorities that can often be found on their websites. Having this information will help you decide if this corporation is a good match for the programme or event you want funded.
- **The marketing side**. Knowing how a company wants to present itself to the community helps you develop a proposal that works for both the image of the company and the social change you want to create.
- **The ethical side**. Do any of the company's practices go against your organisational values? Remember that a partnership implies an endorsement of the company to your stakeholders and community members. So research well and think carefully before you approach a corporation. This issue can be more complicated than it seems. The YWCA globally has a policy that it will not accept money from an arms dealer or cigarette manufacturer, but what about an alcohol producer? A clothing chain may have poor working conditions in its factories. The carpet producer could be polluting the environment. What if the company is a wonderful corporate citizen in your country, but involved in corruption halfway around the world? These are all issues that need to be explored and considered before embarking on a corporate partnership.

Most of this information can usually be found on the corporation's website, but if not don't be afraid to pick up the phone. A talk with the marketing or community relations manager can go a long way to giving you the information you need.

What do you really want?

This is a time for strategic thinking. How can this corporation help achieve your mission? What would be more beneficial: a one off sponsorship of an event, or a long-term partnership with a 2-3 year plan for working together?

If you are looking to forge a more lasting partnership start fostering the relationship at least one year in advance. Keep in mind the deadline for getting onto a company's annual budget is usually several months before the year in question begins.

How to get your foot in the door

It is difficult to get the first 1 or 2 major corporate sponsors, but once you do, the credibility you build will help you develop other partnerships more easily.

So how do you build those first relationships?

- **Be prepared.** Before deciding to partner with, or sponsor your association the company is going to look very carefully at your organisation. Just as you wouldn't want the YWCA name linked to an arms dealer, the local bank doesn't want to be linked to an organisation that is riddled with financial mismanagement, poor relationships with donors, and a negative image in the community. Be ready for the scrutiny.
- **Work your network.** Networking is the name of the corporate game! If you want your proposal to stand out from the pile, get to know the corporate giving officer before you send it. Get your board to do the Six Degrees of Separation exercise in the resources section and see if anyone already has a link to the target corporation. No luck? Then try this. Can you find out what events the giving officer is invited to? Then get a board member to attend the same events and get to know him or her. Also, never be afraid to pick up the phone and call.

Remember that corporations often receive hundreds of proposals. Many giving officers never even look at proposals, they don't know are coming.

Also, don't forget your YWCA sisters across the seas. Is the corporation you want to partner on good terms with the YWCA of Fiji? Capitalise on that connection and to open doors in the company's local headquarters.

- **An offer they can't refuse.** To attract your first corporate connection, consider this: Tell the corporation you want to talk about a "no money partnership." Instead of money, they can provide services, products, and most importantly, credibility with other corporations. As a volunteer movement, the YWCA could also be an ideal vehicle for their staff to volunteer time and specialist expertise (e.g. media, marketing, accounting).
- **Write it down and honour it.** Clarity is key. Once you and a corporation decide on an arrangement, ensure that each party completely understands what is expected of them. Then develop a written agreement for each organisation to sign. It is a good idea to have a lawyer look at the agreement before signing if you are getting into a longer-term partnership.

It is vital that you never promise more than you can deliver. Whatever you agree to, execute it well – including sending in reports on time.

- **Thank you so much!** Once you have a corporate partner or sponsor, take care of them! Communicate regularly. Find out what they want from the experience and provide it. Invite them to visit the programme, provide opportunities to interact with project beneficiaries, give free tickets to events, send pictures and reports. Recognise them in annual reports or newsletters.

And remember to thank them, and thank them, and thank them again!

Campaign Resources:

The [six degrees of separation](#) exercise is a great way to map who you know and make the most of your network for social change. It is not only good for identifying corporate contacts, but also building your individual donor base. As a starting point for fundraising, have your board complete this exercise. You could also ask your fundraising committee, long standing members, past board members and local association leaders to do the exercise.

[Finding a sponsor](#) is filled with fabulous ideas to make financing your next event as simple as 1,2,3

For more information:

Contact the campaign team at the World YWCA:

campaign@worldywca.org or visit the campaign website: <http://www.worldywca1.org/campaign>

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