

## Approaching Corporates The Do's and Don'ts

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## What you will learn

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- Understanding what corporates want
- Big Society and companies
- What to ask for
- How to research for support
- Who to contact
- Making initial contact
- Case studies – the good & bad
- Maintaining & building your relationship

## What do companies want?

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## Big Society

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### Why will companies participate?

*The Big Society provides CCI Managers with the opportunity to demonstrate to their Board the significance of their work and the competitive advantage it provides.*

*Big Society will be driven not only by central government, but also by company employees as public opinion gets behind it.*

*Mike Kelly, Director of CSR, KPMG & Advisor to Office of Civil Society*

## Big Society

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### Every Business Commits

#### Five Priority Areas

- Reduce carbon and protect the environment
- Support your community
- Improve skills and help create jobs
- Improve quality of life and well being
- Support small and medium-sized enterprises

*Every Business Commits:  
David Cameron Dec 2010*

## Business and Big Society

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#### BITC Survey November 2010 – 170 businesses

- 75% - Developing of skills and motivation through volunteering
- 70% - Helping to create more sustainable communities
- 52% - Increasing the diversity of employees by including more people from excluded groups in the workforce
- 47% - Improve the social impacts of their products, services and marketing

**Approaching companies** **CCWORKS**  
**Identify your needs**

Do you really need.....



Or do you need.....



Or even.....



**Approaching companies** **CCWORKS**  
**Identify your offer**

Services / Products	Volunteering
Employee Fundraising Events	Positive PR

**Approaching companies** **CCWORKS**  
**Do your homework first**



**Research**

Identify what businesses support good causes

Telephone Research

Find out the name and contact details of the best person to contact

**Research** **CCWORKS**  
**Identify Synergies**



Why would a company want to build a partnership with your charity?

**Approaching companies** **CCWORKS**  
**Its not what you know.....**



It's often.....who you know!

**Making the Approach** **CCWORKS**  
**Seeing is believing**



Try to get a meeting – be businesslike but passionate

Hold an event and invite them

Get them to your project

Don't always ask for money first

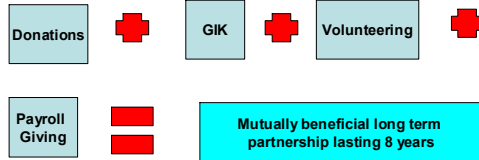
### Top tips for written applications

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- ▶ Follow company's criteria closely
- ▶ Less is more
- ▶ Supporting images help
- ▶ Always make it clear how much/ what you want as early as possible
- ▶ Provide a shopping list

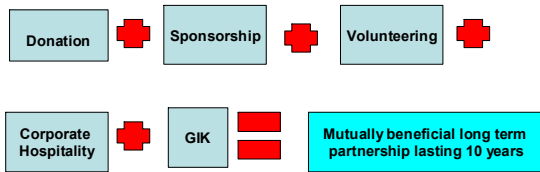
### Case Study 1 Children's Society & Pfizer

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### Case Study 2- Parker Steel and St Lawrence & Highland Court Cricket Club

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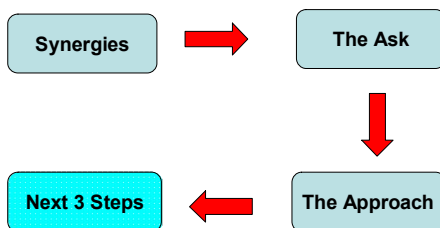
### Top Tips what not to do

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- ▶ Never send a round robin letter
- ▶ Address letters to whom it may concern
  - ▶ Call without researching and having a plan
  - ▶ Ask for funding outside of criteria
- ▶ Change your project to fit the funding

### Making your application stand out

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### Approaching a company Exercise

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Choose one of these 3 companies:

1. **Shepherd Neame** – Real Ale, numerous pubs, spitfire, old-established brewer
2. **Ward and Partners** – Estate Agents, numerous small branches, sales staff
3. **Kent International Airport** – aspirations for expansion, travel to Manchester, Belfast, Edinburgh

**Maintaining relationships  
and gaining more support**

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**Last Thought**  
**How can you tap into this?**

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*77% of business leaders say they could do more to  
scale-up strategic support for communities  
across their business*

*Stephen Howard, chief executive Business in the Community*

**Approaching Corporates**  
**The Do's and Don'ts**

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**Any Questions?**

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