

Finding the Sweet Spot: Corporate & Cause Marketing Sponsorships

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**TRANSITIONING
to TOMORROW**

2012 UCP ANNUAL CONFERENCE

WASHINGTON, DC

Agenda

- Why Partner
- Trends in Corporate Philanthropy & Sponsorships
- Share Our Strength & No Kid Hungry
 - From Plateau to Present
 - Case Study: Walmart
 - Food for Thought





Why Partner?

Potential Benefits to the Nonprofit

- Revenue – **Unrestricted, Restricted, Uncapped & Incremental**
- Access to a wider market/new audience
- Promote mission based messaging
- Motivating people to change their behavior
- Employee volunteers/in-kind support
- Expertise in marketing, strategy and other experience
- Access to corporation's network of suppliers, distributors, executives, employees, agencies
- Extension of existing fundraising program: employee giving, individual giving, corporate gifts

Non Profit Assets

- Catalogue your value-add assets – metrics, frequency, open rates, demographics
- Prepare internally - determine rights & benefits and access rights

ASSET CHECKLIST

- Brand Reputation
- Audience (Members, Network)
 - Media Relationships
 - Social Media Presence
- Community Connections & Footprint
- Communications (Newsletters, Reports)
 - Events
 - Issue Expertise
- Celebrity Spokespeople



Trends in Corporate Philanthropy



Evolution to Mission-Driven Partnerships

SPONSORSHIP:

An investment in exchange for marketing & promotional benefits

CAUSE MARKETING:

Promotion of product/service sales tied to a donation

PHILANTHROPIC GRANTS/DONATIONS:

Donation without the expectation of promotional benefits

CONSUMER/EMPLOYEE ENGAGEMENT:

Enlisting constituents in volunteer, advocacy or fundraising activities

IN-KIND:

Budget-relieving or meaningful products, services, technology, loaned executives, fundraising vehicles, etc.

Evolution to Mission-Driven Partnerships

VENTURE PHILANTHROPY:

Companies enlisting professionals to provide business solutions to nonprofit partners

STRATEGIC PHILANTHROPY/PHILANTHROPIC MARKETING:

Focused philanthropic investments and marketing affiliations

MISSION-DRIVEN PARTNERSHIPS:

Embrace shared values, mission-driving, consumer-engaging, citizenship-building activities

Companies with effective programs:

- Align their philanthropic programs with the **social and political trends** that are most relevant to their businesses
- Consider **local community needs** when deciding philanthropy focus
- **Collaborate** with other companies on philanthropic programs
- Believe that their programs will become **increasingly global**
- **Integrate** philanthropy across the business to achieve the greatest ROI

Corporate Partner Shifts

EVENT
SPONSORS



CAUSE
MARKETING

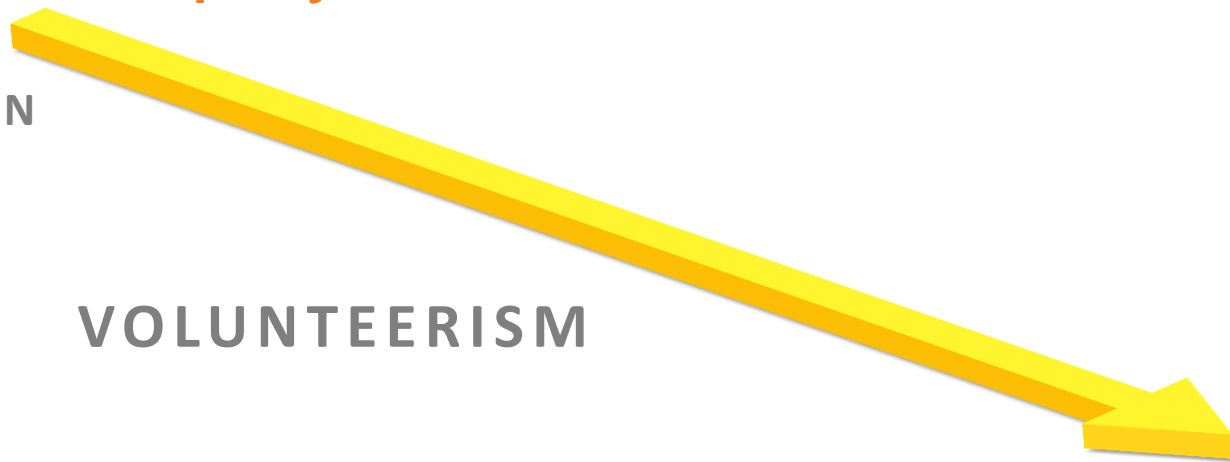
PHILANTHROPIC
MARKETING

Consumer/Employee Shifts

EVENT
PARTICIPATION

VOLUNTEERISM

FUNDRAISING/
ACTIVISTS





About Share Our Strength

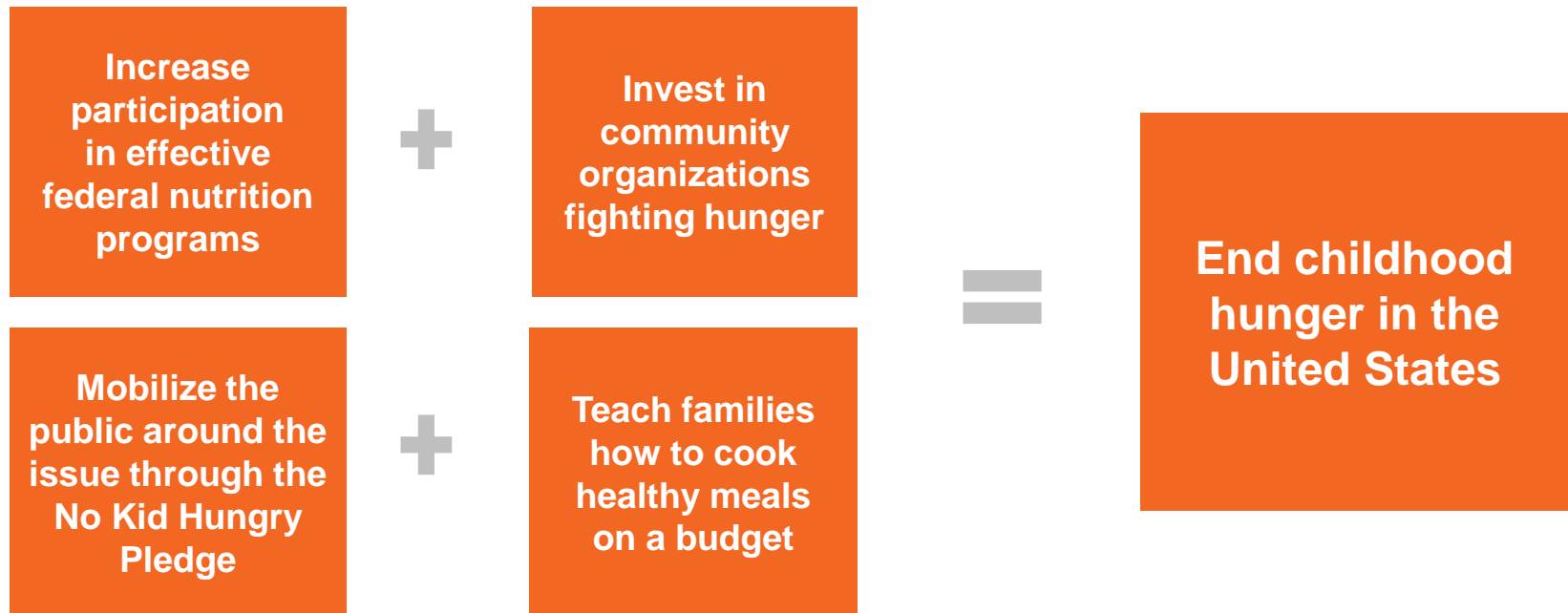
Share Our Strength's Vision...

...for the future is one where
children are **surrounded
with nutritious food** where
they live, learn, and play.



Our Approach

Share Our Strength connects children with the nutritious food they need to lead healthy, active lives through local and national public-private partnerships.



Our Work

In May 2009, the Cause Marketing Forum recognized Share Our Strength as its 2009 non-profit Golden Halo Winner, for our leadership and outstanding efforts in the field of cause marketing.

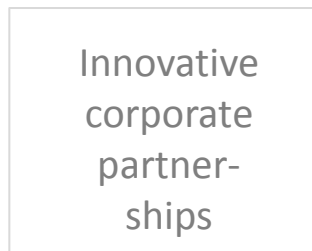
- **FUNDRAISER:** Since 1984, we have raised more than \$300 million through corporate sponsorships, events, and donations.
- **GRANTMAKER:** We have granted funds to more than 1,000 deserving organizations in all 50 states and internationally, investing in an average of 400 non-profit partners yearly.
- **NUTRITION EDUCATION:** Cooking Matters is our cooking-based nutrition education program, which teaches families how to prepare healthy, tasty meals on a limited budget.
- **COLLABORATOR:** We lead No Kid Hungry regional campaigns in 18 markets, building roundtables of key stakeholders from the private, public, and nonprofit sectors around a common table to map out comprehensive plans to end childhood hunger based on needs and capacities in those markets.



Share Our Strength has developed a portfolio of national platforms that support our work by raising funds and engaging the broader public in the movement to end childhood hunger in America.

...these proprietary initiatives enable corporate partners to align with the cause in the unique way that makes sense to them and their customers. Creativity is encouraged in designing a program that reflects distinct business objectives.

Over 25 years of raising \$ & engaging the public





Share Our Strength – 2009

Program Continuum

COLLECTIVE EFFORT

SPECIAL EVENT

COMMUNITY EVENT
PARTICIPATION



Our Greatest Challenges....

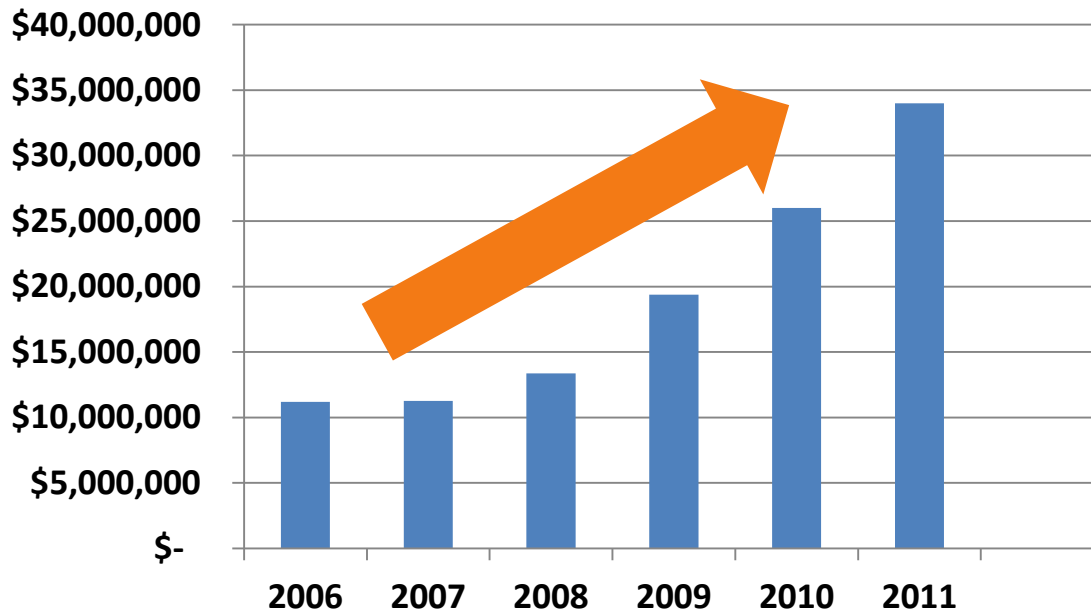
- Low Consumer Awareness
- Fledgling Brand Equity
- Lack of National Reach
- Limited Grassroots Network to Activate Consumer Fundraising
- Platform Clutter
- Simplicity of Engagement



Our Greatest Assets....

- ✓ Bold Commitment
- ✓ Holistic Approach/Systemic Change
- ✓ Business to Business Relationships
- ✓ Media Partnerships
- ✓ Chef & Restaurant Network/Backbone
- ✓ Grantees & Local Partners
- ✓ Existing Fortune 100 Corporate Partners

Growth Trends



Between FY04-FY08, revenue hovered & Share Our Strength had reached a plateau. Sharpened out strategy, invested in capacity, imagined a bold vision for change. Revenue jumped to \$19 million in FY09, \$26M in FY2010, \$34M in FY 2011, and will be \$42M in 2012.

2012 – Recognition Levels

Core Partners

No Kid Hungry National Partners



National Sponsors - Programs

National Sponsors - Platforms

Signature Programs



Cooking Matters

No Kid Hungry Regional Campaigns

Taste of the Nation

Dine Out for No Kid Hungry

Great American Bake Sale

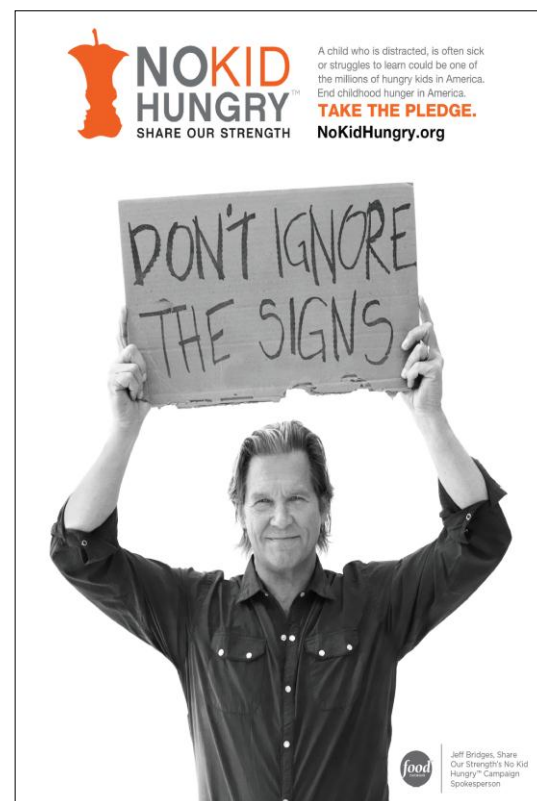




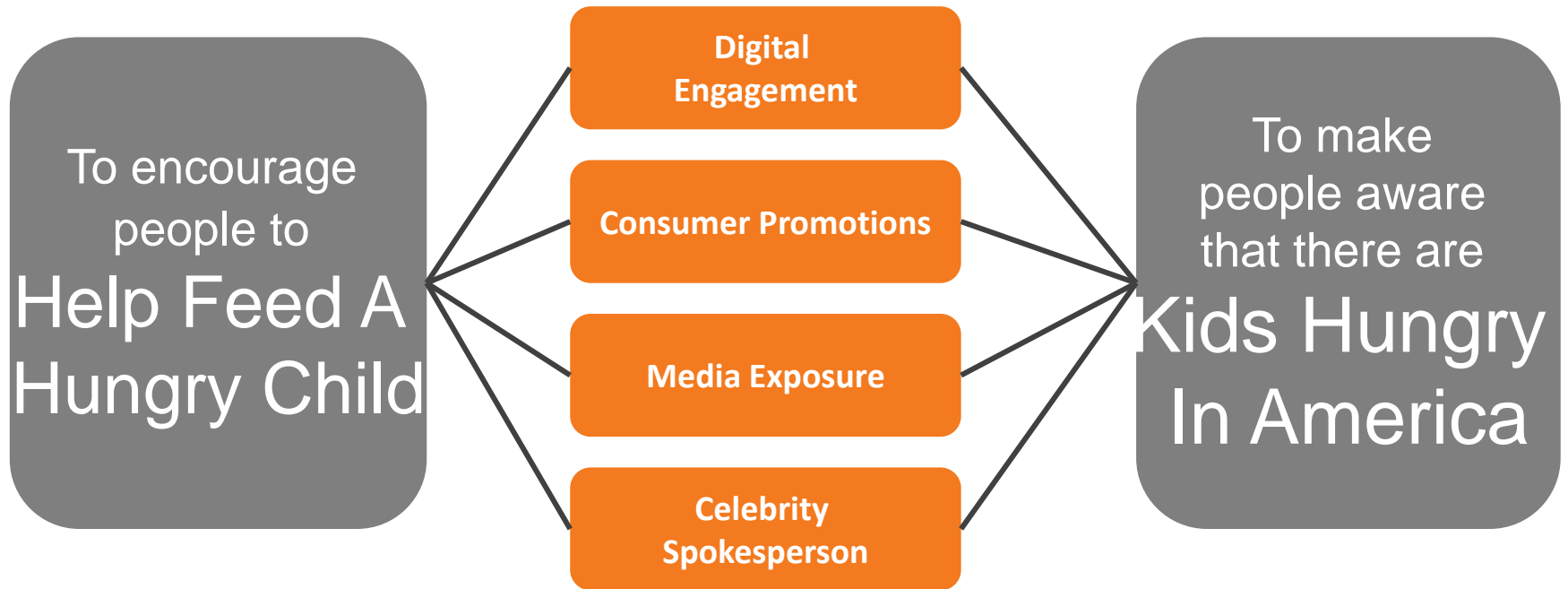
No Kid Hungry

No Kid Hungry®

- No Kid Hungry is a multi-platform, ongoing cause campaign that **raises awareness, generates revenue and rallies a national movement** around the issue of childhood hunger.
- Launched **November 10th, 2010** with the goal of raising \$150 million and engaging 1 million+ supporters by 2015.
- Campaign Spokesperson: Academy Award Winner® and long-time hunger activist, Jeff Bridges.



Campaign Objectives



No Kid Hungry: An Integrated Campaign



**EARNED
MEDIA**

**PARTNER
ACTIVATION**

**CELEBRITY
SPOKES
PEOPLE**

**RETAIL
FUNDRAISING/
PROMOTION**

**WEB,
SOCIAL
MEDIA,
E-COMMS.**

PSA'S

**NO KID
HUNGRY
ONLINE
PLEDGE**

**GRASSROOTS
CONSUMER
CALL TO
ACTION**

Media Highlights & Support

Broadcast Partner: Food Network

- PSAs running in September-December
- Food Network's first documentary: *Hunger Hits Home*

Media Partners: USA Today & Meredith Publications

- PSAs, advertorial, reader contest, promotional information
- Matte Releases and Letters to the Editor to garner local media

NoKidHungry.org

- More than 120,000 No Kid Hungry pledges to date
- All campaign elements drive individuals to micro-site
- Regular e-mails to supporters

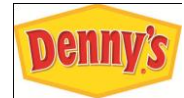
Social Media

- Frequent Twitter & Facebook communications to 55k+ followers
- Campaign seeded with bloggers



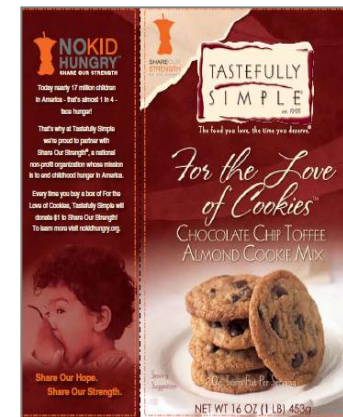
2011 No Kid Hungry Corporate Partners

Core Partners



Partner Activation Goals

1. NKH Logo & Messaging Integration
2. On-Pack Messaging
3. Traditional Media/PR
4. Digital Communications
5. Employee Engagement
6. Consumer Engagement
7. Other Key Constituent Engagement
8. Sept-December Activation/Support



Product Integration & In- Store Events

WILLIAMS-SONOMA

- Carried three products in 2011 featuring No Kid Hungry. Engaged vendors in the partnership by having a percentage of product sales from select products, both from the company and the vendor, benefit the partnership. These product sales raised over \$100,000 for No Kid Hungry.
- Raised awareness by adding 1,700 pledges.
- Hosted two weeks of customer donations and cookie decorating events, raising over \$200,000.





On Pack & Events

- Continued their 'Families Feeding Families' campaign in partnership with No Kid Hungry, focusing on employee engagement and marketplace awareness.
- Had 230 employees participate in the April pledge drive by taking the pledge and donating \$5 each.
- Increased awareness to consumers of partnership with on-pack integration of No Kid Hungry on select Craisin products that began roll-out in the marketplace in September – a total of 12 million packages!



Customer Donations

- Joe's Crab Shack increased their commitment to Dine Out for No Kid Hungry and extended their promotion for the whole month of September.
- Donation of \$1 or more earned customers a coupon for a free key lime pie; donation of \$5 or more earned customers a coupon for a free order of crab nachos; donation of \$10 or more earned customers a coupon for a free Original Steampot.
- Joe's developed a custom NO KID CRABBY t-shirt to sell in-restaurant supporting Share Our Strength (10% of sales).
- Joe's Crab Shack saw a 15% redemption rate for the coupons and guests donated more than \$743,000!



No Kid Hungry as a Consumer Fundraising & Sized-to-Fit Sponsorship Campaign

- ❑ **Collective goal** with measurable outcomes
- ❑ **Urgent** but **long-term execution** with a start and end date over 5 years
- ❑ **Consistency in messaging** with the same phrase “No Kid Hungry” repeated in different consumer environments
- ❑ A set of **discrete actions** for people to take: Buy this product. Donate here. Text/Tweet Volunteer. Dine Out. Bake.
- ❑ **Collaboration across Development, Program & Communications** – integrated & collaborative fundraising.



Case Study: Walmart



2010 – Initial Grants from Walmart

- Spring 2010 - Introduction by ConAgra Foods Foundation, facilitated by Changing Our World
- Spring 2010 - National Foundation proposal \$1.5M for Cooking Matters with focus on expanding physical sites
 - Led by Program Director with support from Development
- Summer 2010 - New corporate commitment: Fighting Hunger Together
 - Strategic lead moves to Corporate & Foundation
- Fall 2010: Additional \$867,000 in state giving grants secured

Walmart Foundation Overview

Areas of Focus: Education, Workforce Development, Sustainability, Health and Wellness, and Hunger

Facility Level Giving

Walmart Stores, Sam's Clubs, and local offices can support organizations working in their community.

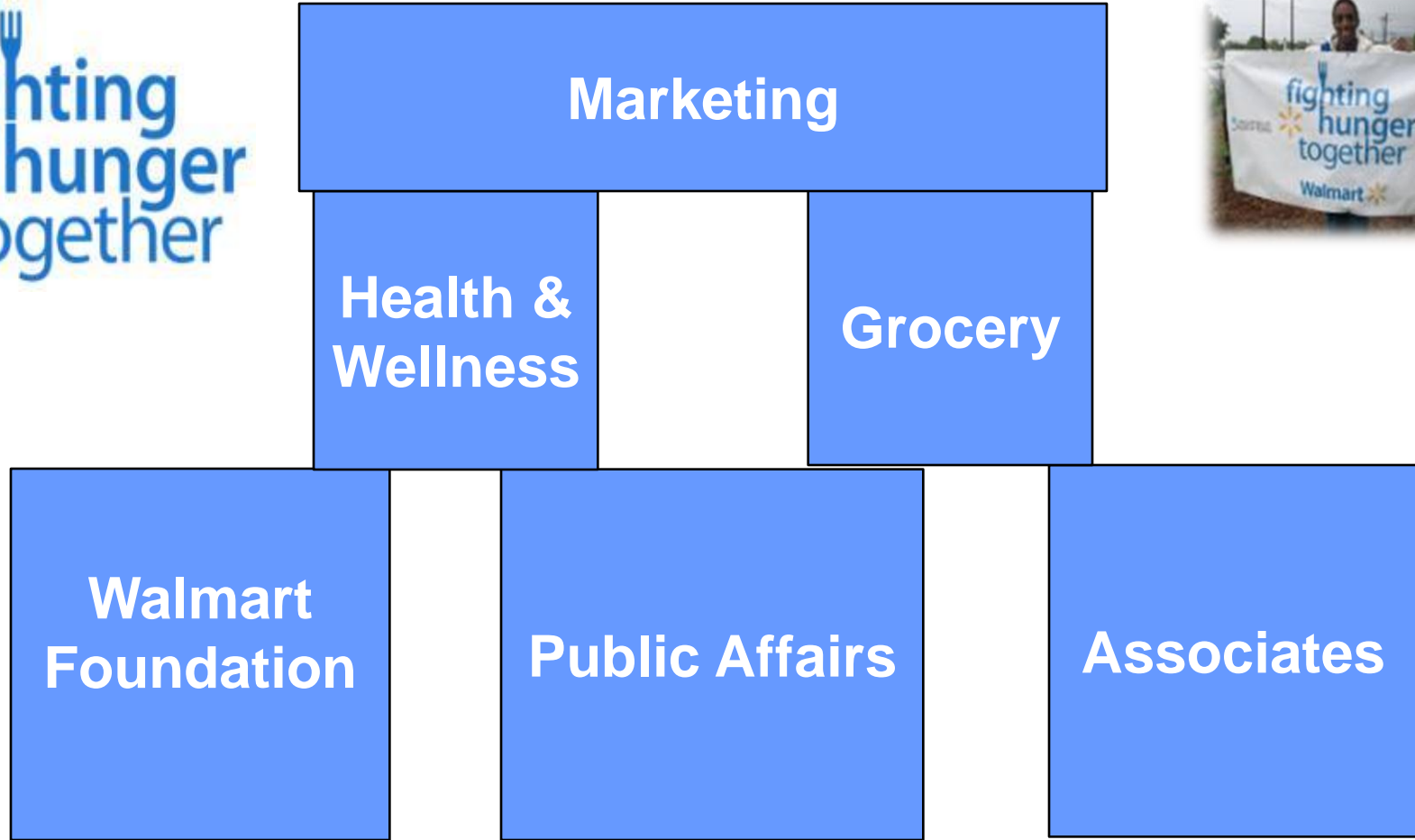
State Giving Program

Orgs. serving a particular state can apply online for grants of \$25k and up. Applications are open twice per year and decisions are made by Associates in that state.

National Giving

This program supports strategic initiatives and projects that address an unmet need and are national in scope. Grants are \$250k and up.

Walmart Corporate Overview



Walmart Strategy and Goals

- Renew and increase support for Cooking Matters
- Add incremental funds for other projects
 - Budget-relieving (including marketing, awareness, infrastructure for the organization outside of the program)
 - Innovation & pilot programs (social marketing, Shopping Matters)
- Extend relationship beyond Foundation to include Public Affairs, Grocery/Business contacts
- Leverage Walmart assets/resources – including Marketing, Insights, Vendor Relationships to support No Kid Hungry

Walmart Process (External)

Strategic Relationship Building & Stewardship

- September 2010 – Arkansas; In-person meeting with full Fdn. staff
- December 2010 – DC; In-person meeting with key foundation & business staff

Strategic Discussions

- Shared 2011 Share Our Strength **goals** – including marketing & public awareness, other programmatic categories, growth
- Shared 2011 **growth challenges** - strengths & limitations in our program models and ability to grow to scale, open discussion around innovative impact models

Walmart Process (Internal)

Stakeholder Engagement

- Briefings & Pre-Meetings – identify key voices for key messages
- Proposal process communications – clearly identify points of decision making for executive staff, adjusted timelines, roles for staff

Strategic Decisions

- Funder Feedback – challenges in sharing & communicating feedback, focus on metrics, ownership, impact, foundation guidelines re: overhead, and “marketing/communications” vs. storytelling & knowledge management.
- RACI Framework - final decision making authority



Food for Thought



The No Kid Hungry Pledge

The No Kid Hungry™ Pledge is an effort to unite and mobilize people across the country in the fight against childhood hunger.

Build a network of active supporters and grassroots advocates to support child hunger over the next 5 years

Convert pledge takers to action-takers to donors.

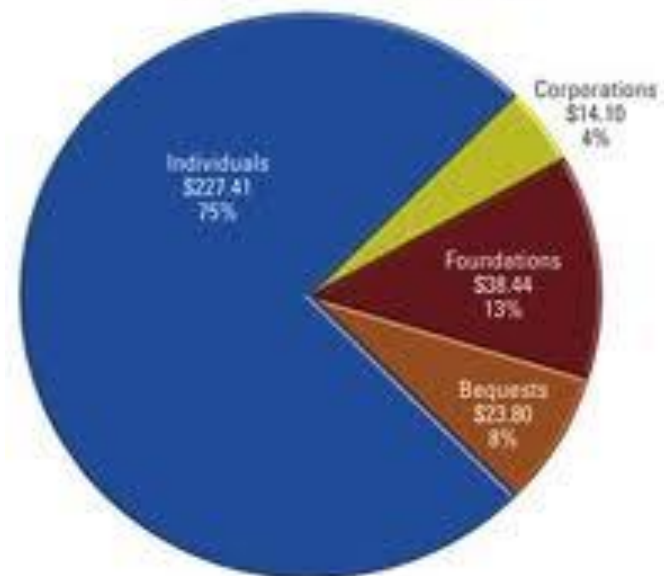
Results: 44% of all 2011 Holiday Online Donations Came from Pledge Takers.

Cause Marketing Campaigns: A Strategy to Build the Base



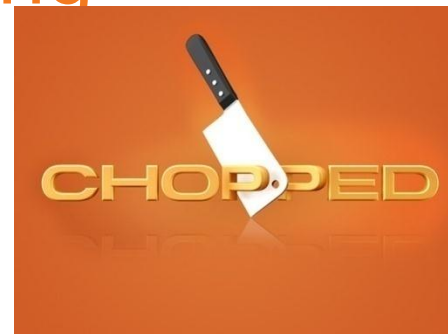
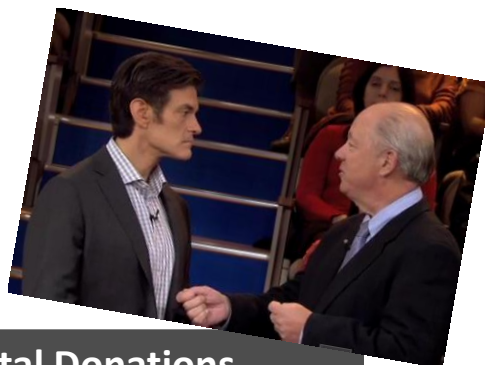
**2009 Charitable Giving
Total = \$303.75 billion**

(\$ in billions - All figures are rounded)



Source: Giving USA Foundation™ / GIVING USA 2010

The Impact of Media on Fundraising



Source	Total Donations
Direct Online	\$217,859
Additional Online	\$40,000-50,000
% of all 2011	Roughly 18%

Source	Amount
Online	\$122,337
Text to Give	\$12,490
Total	\$134,827

Donor Type	Number
One-Time	4,301
New Monthly Gifts	615
Annual value of Monthly	Approx \$120K

- Food Network Contributed **9% of our 2011 Online Fundraising**
- Food Network has also contributed the **most pledges** of any partner: roughly 6%



Thank You!

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