Welcome to your Environmental Funders Network

Pandemic Busting Partnerships Webinar

With Ben Swart @benswart
To get the best results today
Some Pandemic challenges

• Will companies even keep giving?
• How do I get time with the company when everything is so uncertain?
• How can I engage them when we can’t meet face to face?
• Too much competition, don’t have a ‘well known’ or ‘well loved’ cause...
Dan Pallotta:

The way we think about charity is dead wrong

TED2013 - 18:54 - Filmed Mar 2013

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TED IDEAS WORTH SPREADING
Can we help them?

46% faster than the rest of the business, and delivered 70% of Unilever's turnover growth
Key contents

• Why partnerships may be more possible now than ever

• Guest Speaker - Roxanne De Beaux, Camcycle Executive Director

• The key focus and three tactics to help you build corporate partnership
Any questions for Roxanne?
Decide on your **Dream 10 Partners**
Decide on your **Dream 10 Partners**

1. Can we help them?

2. Can they help us?
R.A.S

Reticular Activating System
What do BMW focus on?
Breakout session - 2 minutes

What is it about focussing on test drives that helps:

A) ...the customer to buy?

B) ...the salesperson’s morale, persistence, creativity, confidence?
What is it about focussing on Meetings / Coffee / Events / Zoom Calls that helps:

A) ...the **Supporter** to give/care?

B) ...the **Fundraiser’s** morale, persistence, creativity, confidence?
The ultimate distinction of ultra successful fundraisers:

Your first job is to book test drives
A Cuppa and Conversation
A Cuppa & Conversation
BINGO CARD
A Cuppa and Conversation pack was sent out to all Community Fundraisers, which included a Bingo Card - to provide inspiration for their next Cuppa and Conversation.

25 squares provided 25 conversation opportunities. Double the average number a community fundraiser would have in a month.

Added an element of fun and competition, prizes for a full house.

A sense of togetherness, everyone was doing it for a good cause.

Recalibrated ‘the norm’.
Results

• 5 new charity of the year partnerships, one worth £40,000

• Many other valuable results, including new Volunteer Fundraising Group in Gateshead; 14 Girl Guide groups

• HUGELY BOOSTED MORALE

• Strengthened habit of setting up chats with supporters

• 9 months later - £400,000 partnership
Three strategies to get in front of your Dream 10 Partners
Your strategies to get in front of Dream 10 Partners

1) Ambassador Strategy
a) Create formal group
Decide on the Dream 10 Partners

Can you help?

AVANTI GAS  united rental system

greencore group  Fusion

wilko  Vertu Toyota
eurocell  Thorntons

All together better

HOPE Cement  Xtratherm

More than insulation

If you know someone who works at any of the above companies, then please contact me on the details below:

Ali Ward-Foster
Partnerships Manager
01246 566801
deco.ward@ashgatehope.com r7he.uk
Can you help?

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United Rent-a-system
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01249 568901
allan.ward-foster@gatehousecompany.co.uk
Use Events

2) **Events** - Tactic A. Virtual networking event.
Tactic B - highly desirable venue or virtual event
Tactic C - Design inspiring virtual Webinars

• **Read** *The Power of Moments* by Chip and Dan Heath
• **Listen** to Lynda Harwood
• **Ask** - what would Steven Spielberg do?
EPISODE 20: LYNDAA HARWOOD COMPTON
- USING VIRTUAL PROJECT VISITS TO CONNECT AND INSPIRE
Breakout session - 10 minutes

1) Ambassador Strategy - who do you consider allies? Pause for two minutes now and write down the names of 3 – 5 people you can already think of who like your charity and seem to be well-connected business people.

2) Virtual Events - Which expert or area would people tune in to hear talk? Do you have any events planned you could ‘piggy back’ on? - discuss in your groups.

3) Action - What do you need to do to help make this happen? Make sure you write down ACTIONS you can take.
Your tactics to get in front of Dream Organisations and People

3) Use the phone
Dan Pallotta:

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IDEAS WORTH SPREADING
How can we help them?

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Some useful phone content

• ‘I’m trying to understand the impact of coronavirus on this sector
• We will be putting on a virtual session showing how XYZ has helped companies...
Your tactics to get in front of Dream Organisations and People

4) Use the phone
Any questions?
Bounce
The myth of talent and the power of practice

Matthew Syed

'A must-read for anyone who believes hardwork will achieve success’ Duncan Bannatyne
How will you use this skill more?
To recap

1. **Pick a top ten:** that you can help and can help with your pandemic challenges
2. **Find ways to get Test Drives** - don't focus on money today
3. **Use allies and ambassadors** - seek advice and connections
4. **Invite them to engaging virtual events** and talks.
5. **Use the phone** - seek insight
Want to hear more?

https://www.brightspotfundraising.co.uk/power-through-the-pandemic/
Good Luck!

www.brightspotfundraising.co.uk
ben@brightspotfundraising.co.uk
@benswart