

Packaging for Success

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What does "Packaging" mean?

- Creating appealing, fundable options
- Presenting major gift requests in a way that uses **what you already have** to reach out to your audience



Why is it important?

- Provides a sense of ownership



Why is it important?

- Individualizes each gift and each donor's relationship



Why is it important?

- Clarifies and simplifies complex issues



Why is it important?

- Builds a tangible connection and clear statement of need



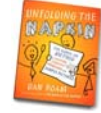
Why is it important?

- Distinguishes the donor/sponsor from other supporters and other causes



Our Method

- The Six “P”s of Packaging Sponsorships
- Exploring Case Studies
- Using the “Unfolding the Napkin” Brainstorming Technique



The Six Ps of Packaging

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Beginning with the Basics

- Let's start with the general idea of a sponsorship request.
- Sponsorship means:
 - The gift is given with specific expectations for recognition or other benefits of partnership
 - The focus of the gift is a specific program, service or event or component of the above



Product

- Everything you do is a potential sponsorship product.
- The key is to create a sense of uniqueness and cohesiveness to the project or program.



Price

- Sponsorship Levels are dependent on a few key factors
 - Overall size of the organization's budget and budget goals
 - Perceived value of the relationship
 - Comparable value and impact of your event versus other similar events and programs



How does the math work?

- In theory, you can and should break down your **entire organization budget** into sponsorable pieces.
 - Administration is essential to getting the job done!
 - Every program requires indirect support and maintenance year-round.
 - Some projects require rainy day funds or endowment.



Position



- Banners and mentions in programs can't compare to integrated messaging.



Unfolding the Napkin – Part One

- Let's start with a sample organization and build a sponsorship request
 - For a specific program
 - To match with a specific sponsor
- Using the first three components of our strategy
 - Product
 - Price
 - Position

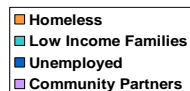
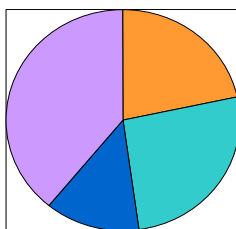


LOOK: examine what you have

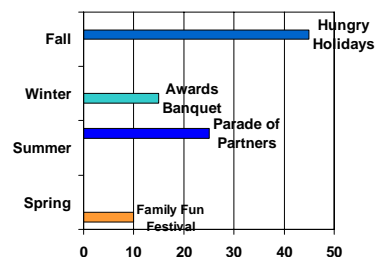
- Mobile Meals offers programs to four types of clients
- Each type of client is served in a different location and through different delivery methods



Mobile Meals: Food for Families



Additional Sponsor Options

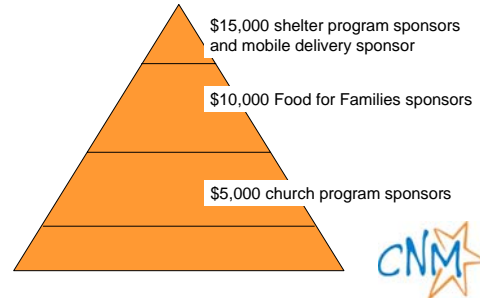


SEE: Order what you have into groups and sequences

- **Client profiles:** What are the characteristics of each group served?
- **Delivery methods:** in-home, shelters and at community locations
- **Is there a hierarchy** or other relationship between the programs?



Sample Price Points



Position

- Consider where and how the sponsorship can be made visible to stakeholders
 - Traditional signage methods
 - Mobile signage
 - Electronic and print media
- Who are the stakeholders of interest?
 - Clients
 - Donors
 - Vendors and partners



Food for Families



Now it's your turn...

- Let's review the sample organizations handed out and see what we can create.
 - Products
 - Prices
 - Position



Beyond the Basic

- What is different about sponsorship and sponsors today?
- How can we be good partners and find success in an environment of:
 - Sophisticated consumers
 - Socially aware corporate leaders
 - Reallocated corporate philanthropy dollars



One Size Does NOT Fit All!

- Up until this point, we have designed our sponsorship proposal from **inside** of our organization.
- In today's world, we must look **outside** of ourselves and address the needs and interests of our potential partners.



Promotion

- What are the unique qualities of our potential partner?
 - Do they promote a product or service
 - How do they communicate with their customers
 - What is their physical place of business
 - How do they share their corporate message



Purpose

- *Pay attention! This is the most important part!*
- Potential sponsors want to see shared purpose – a common interest with you and your mission.
- This is why program sponsorships reach beyond traditional barriers.



Power



- Will your sponsor make a **real** difference?
- What is the power unleashed through this partnership?



Unfolding the Napkin – Part Two

- Let's return to our sponsorship idea
 - For a specific program
 - To match with a specific sponsor
- Using the last three components of our strategy
 - Promotion
 - Purpose
 - Power



Examine & Explore

- Now that we see the parts and how they fit together, where can they take us?
- To whom do they speak? Why?
- What opportunities does this create?



Potential Partner: LP

- Louisiana Pacific is interested in a few key areas that overlap with Mobile Meals
 - How can we demonstrate shared purpose?
 - Can we make each other stronger in reaching a shared goal?



Building on the LP Mission

- Focus on the purpose of sustainable communities.
- Tie to employee base, potential customer base and community goodwill.



Powerful Tools

- Make the connection between the impact of the program (food in crisis) and the lives of those served (helping families to stay in their homes).
- LP building products wants families to feel safe in their homes.



Share

- This is the last step in “unfolding our napkin”
- It is also an often overlooked part in building program sponsorships
- Programs cannot speak for themselves...
 - What language should we use?
 - How can we demonstrate our shared values?
 - What will drive this unique relationship?



How do they talk about themselves?



Your turn again...

- Select a potential sponsor to partner with your project.
- Look at the key components of:
 - Promotion
 - Purpose
 - Power

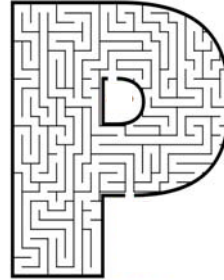


More than Sponsorship

- These same techniques apply to all types of philanthropy
 - Foundations
 - Individual Major Gifts
 - General support – mailing and newsletters
- **Purpose** and **Power** are key motivators for today's donors across all continuum.



Conclusion



- Packages are a PUZZLE
- Success comes from:
 - Following the right path
 - Listening and learning
- Thinking creatively
- Seeing things in a nontraditional way



Thank you!

Want to discuss this further?
You can reach me at kimcdrake@comcast.net
My blog is: goaldrivenphilanthropy.com



The Six “P”s Strategy of Sponsorship Packaging

Describe the organization seeking sponsorship.

Identify the components of the organization that can be developed into sponsorship opportunities.

How would you use the 5P language to make your proposal unique and to build a strong partnership?

The Six "P"s

#1. _____

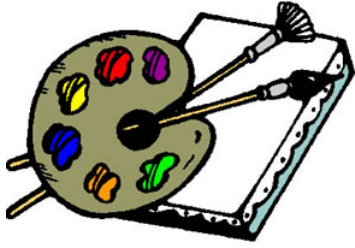
#2. _____

#3. _____

#4. _____

#5. _____

#6. _____



Artists in Action

This organization connects working artists and arts educators with school based and independent children's programs. The artists involved include musicians, visual artists, actors and writers. The goal of the program is to incorporate artistic expression into the learning environment in a meaningful way.

One of the programs conducted by AIA is the Storycraft program. The program is designed for special needs children and their families. After sharing literature, the children participate in art activities to enhance the experience. The type of experience is tailored to abilities and needs of the children in each individual group session.

Funding needs for the Storycraft program include instructor and artist fees, materials and scholarship funds for families who cannot afford the registration costs for the programs.



Healthy Living for Life

HLL is a program for seniors throughout middle Tennessee that encourages proactive treatment of many common ailments facing maturing adults. The goal is to reduce emergency room visits and catastrophic illness by providing wellness programs, fundamental health services and nutritional advice.

HLL works with area senior centers to identify and serve clients of all race, backgrounds and income levels. This approach has been very successful in most areas but has been notably unsuccessful in reaching seniors in the predominantly Hispanic areas of south Nashville. Efforts to work with local community leaders have had mixed results but one major problem has been convincing the potential clients in this area to come to open house events to learn about the program.

HLL wants to host a series of programs in community centers and "unofficial" centers of community life to reach out to this community. They are considering offering heart-healthy versions of traditional Hispanic dishes and providing live entertainment.



Rural Lands Preservation

RLP works with farmers and land owners in rural areas to protect the diversity of wildlife and the habitats in which they live in Tennessee.

There are two aspects to the work of Rural Lands Preservation. The first is to provide farmers with best practices and financial support to improve yields on their farms without the use of harsh chemicals and processes that strip the natural right-of-ways. The second is to encourage landowners, including but not limited to farmers, to manage their property in harmony with the native wildlife. This is done by protecting waterways and roaming routes as well as managing native species populations.

RLP is currently working on a documentary film series that will be presented in three regions of the state next year. They are seeking sponsors for the series and hope to bring in films about nature and wildlife for adults, children and families. There will also be an opening night dinner and reception in each of the three locations.



Mobile Food for Families

Mobile Meals was founded in 1980 by the Methodist Council of Middle Tennessee to serve homeless and very low-income clients. Its primary goal is to provide at least one nutritious meal each day through home delivery and in cooperation with shelters and community centers.

Following the economic downturn that began in 2007, Mobile Meals created a new program called Food for Families. The goal of this program is to provide short term aid to displaced workers and their families to reduce the economic burden of unemployment. Many of the families served would have been considered middle-class prior to their loss of employment and many are home owners struggling to keep their mortgages and bills up to date. The Food for Families program hopes to help these members of the community to keep their homes and return to gainful employment by reducing the financial pressure with healthy food and the support of others in the same situation. Food can be delivered when resources allow but most meals are served through church and community based facility partners.



Cracker Barrel Old Country Store

The philosophy of doing good and giving back is at the heart of our Pleasing People mission. While we wish we could be involved in every positive community event, our commitment to our shareholders and our core values requires that we be highly selective. Our community outreach focuses on initiatives that advance the importance of heritage. Our involvement with heritage projects comes from the belief that remembering the positive aspects of our past is vital for a successful present and a prosperous future. Tied closely to that, we also seek initiatives that inspire youth to understand and embrace the value of strong work ethic and volunteerism.



Regions Bank: Make Life Better

ELIGIBLE NONPROFIT ORGANIZATIONS MAY SEEK GRANTS IN FOUR KEY FOCUS AREAS:

- A. Community/Economic Development** Regions supports programs that serve low and moderate-income communities through affordable housing, small business development, and human services.
- B. Education** Regions is committed to education as a means of helping young people prepare for the future. We sponsor financial literacy programs in grades pre-K through 12, with preference given to schools serving low and moderate-income communities. Also included in this focus are higher education initiatives, teacher training programs, and capital campaigns, particularly those relevant to business or the banking industry.
- C. Health & Human Services** Regions provides generous overall support to the United Way, our primary outlet for sponsoring health and human service efforts in our communities.
- D. Arts & Culture** We believe the arts and culture make life more vibrant for everyone. Special consideration is given to programs that create cultural opportunities for children or serve low and moderate-income communities.



Tractor Supply Company supports the National FFA Foundation, American Quarter Horse Association and Progressive Agriculture Foundation's Safety Day from the national level. We have found this is the best way to benefit the most people. We are also active in our communities and participate in local, regional and national events sponsorship opportunities whenever we can.

Want Tractor Supply Company to be involved in your Local Community Events?

Our local store managers handle all local and community-specific events and requests. If you are seeking support of a local event please reach out to your Tractor Supply Company store manager to see what opportunities exist. Monetary support is not always an option from the local level but our local store managers are always willing to see if there are other opportunities for partnering with your organization for an event or fundraiser.



Louisiana Pacific Building Products

LP is committed to building sustainable communities in the places where our employees and customers live and work. That means building good relationships with our neighbors. Sharing our time and expertise. And providing contributions of products and cash that provide shelter and services for neighbors in need, enrich education for children in our communities, and protect the environment.

Each year, LP is privileged to make contributions of cash and product to nonprofits in our communities. Cash contributions come both from the Corporation and the LP Foundation, LP's charitable arm. Donations are focused in the areas of shelter programs, K-12 public schools, environmental programs, and special community needs in the areas where we operate mills and administrative offices.