



WAYS NONPROFIT ORGANIZATIONS CAN RECOGNIZE AND OFFER VALUE TO SPONSORS

There are many ways a nonprofit organization can choose to recognize corporate sponsors for their donations, and outlining these items clearly in a fundraising request can make a difference between a request being approved or denied. For many organizations, charitable giving is a part of their marketing strategy as they strive to establish goodwill in the communities they serve. Sponsorships of nonprofit initiatives allow corporations of all sizes exposure in the community and an opportunity to reach target markets. So when they are deciding where to donate funds, oftentimes they will weigh heavily what kind of brand exposure (recognition) comes with a particular sponsorship.

Below is a list of ideas for ways to recognize corporate sponsors. Every organization, every donor and every fundraising opportunity is unique, so some of these ideas might work well for a particular request while others will not. Hopefully this list will stimulate discussion among your team members and help you to come up with the best items for each individual sponsor.

Print, Radio and TV Messaging and Advertising

- Acknowledge the donor in your company's annual report
- Acknowledge the donor in your company's newsletter
- Publish a feature story about the donor's sponsorship and their commitment to community in your newsletter
- Print the donor's logo on any handouts related to a program or event being sponsored (indicate size and placement in publication)
- Mention the sponsorship with name or full logo on any print, online, radio or television advertising in local publications (indicate which publications)
- Display the donor's logo on your digital video board signage at your location
- Play a general video advertisement about the corporate donor on your location's digital signage
- Offer the donor the opportunity to have a presence at your special community event (indicate number of expected people and your expectations for their presence – can they hand out special offers? Freebies? Have an info table? Etc.)
- Print a company profile in any of your special publications

Press

- Write and transmit, with donor approval, a press release announcing the sponsorship
- Pitch an interesting story about the partnership with the corporate sponsor to your local media contacts

Online & Email Advertising

- Place ad with corporate sponsor's name and logo, with hyperlink to their website, on your website (indicate where the logo would be placed and average number of website visitors)
- Acknowledge sponsorship with logo and hyperlink to sponsor's website in your email blast
- Acknowledge sponsor across social media, with @mentions of their social media handles (indicate size of your social media following on various platforms)

Networking Opportunities & Public Exposure

- Offer a public thank you of the sponsor at live event
- Offer ability for a representative from the corporate sponsor to speak at event about the sponsorship
- Provide VIP seating at events and opportunities for sponsor representatives to network with your other donors and key stakeholders
- Offer recognition of sponsor on stage screen during event

Access to Your stakeholders

- Allow corporate sponsor to distribute marketing materials to your key stakeholders (event attendees, donors, general mailing list)
- Share your mailing list of donors with the corporate sponsor so they can send them special offers
- Offer the corporate sponsor the ability to develop potential business relationships with your stakeholders via special offers to them
- Provide the sponsor with the opportunity to connect with your other high-level donors through a donor recognition event

Volunteering and Creative Collaboration

- Invite a corporate representative to join your organization's board
- Provide team-building experiences for the organization by inviting them to volunteer at your organization

Other

- Create t-shirts with sponsor's logo printed on them (indicate how many shirts would be printed, how big the sponsor's logo would be, logo placement, projected number of other corporate logos on shirt, etc.)
- Include a sponsor's logo on any yard signs promoting your organization or event
- Include a sponsor's logo on any printed signage and banners at your location or special event (indicate type of signage, sizing and length of time signage would be on display)
- Include a sponsor's logo on any promotional items you print and distribute (calendars, notepads, etc.)
- Consider doing business with the corporate sponsor (become a customer of the corporate sponsor)
- Offer the sponsor passes or discount coupons to your community-oriented, general interest event or organization that can be distributed to their customers and/or employees
- Offer the sponsor the option to have industry exclusivity
- Come up with any other creative ideas and unique ways to expose the corporate sponsor's brand to potential customers via collaboration

Best practices:

- Keep your request for funding concise and **clearly outline sponsor benefits**
- Be as specific as possible about the details of each recognition component – how many people will be reached? What will be the duration of the piece, as well as the timeline?
- Create a post-program report summarizing the benefits and reach
- Offer opportunities for the members of a corporate sponsorship committee to tour and/or engage with your organization

Questions? Visit WaterStone Bank's community page to learn more about our community engagement and charitable giving at <http://www.wsbonline.com/community>.