

**Getting and Keeping Corporate Contributions**

NCBF Mid-year Meeting  
Saturday, February 8, 2014

**MODERATOR**  
Nikki Tucker Thomas, *Birmingham Bar Foundation*

**SPEAKERS**  
Traci Braun, *Exelon Corporation*  
John G. O'Brien, *Attorneys' Title Guaranty Fund*  
Danny Reed, *DC Bar Foundation*

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**Session Program**

1. Overview of corporate philanthropy
2. Strategies for identifying, cultivating, soliciting, and stewarding corporate donors
3. Q & A / Resources

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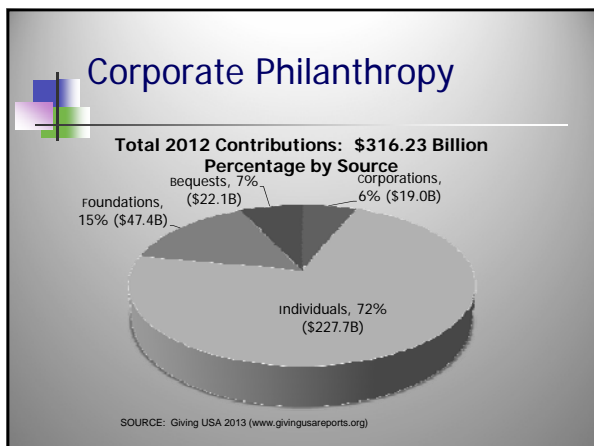
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Key to Any Fundraising:  
**RELATIONSHIPS**

**Professional**



**Personal**



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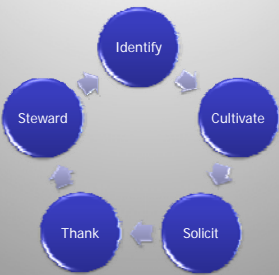
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**Donor Cycle**



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graph TD; Identify --> Cultivate; Cultivate --> Solicit; Solicit --> Thank; Thank --> Steward; Steward --> Identify;
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**Reasons people give**

- Feel affinity for a cause, perhaps because of a personal experience.
- Want to make a difference.
- Giving is a good thing to do.
- Motivated by recognition or benefits.
- Want to be associated with others who give.
- Have confidence in organization's leadership.
- Someone they know asks them.

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### Reasons corporations give

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- Want to be a good corporate citizen (public perception)
- The cause is in line with their business
- Supporting the cause will add value to their business (e.g., new customers)

Building strong relationships will help you learn what motivates a particular company to give.

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### Strategies

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- Identifying prospects
  - Brainstorm with your staff and board
  - Research using public directories or "best of" lists (enlist the help of law libraries)
  - Don't rule anyone out initially
  - Strive for a diverse pool of prospects
  - Prioritize businesses that want access to your constituents

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### Strategies

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- Cultivation and Engagement
  - Leverage your board's relationships to get you in the door
  - Think about ways that support your cause will add value to the company
  - Find ways to engage the company in your mission other than only giving money

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## Strategies for Soliciting

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- Right person
- Right time
- Right amount
- Right way
- Right reason

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## Strategies

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- Thank!
- Stewardship – show the impact of the donor's gift:
  - Site visits
  - Meeting with beneficiary / client
  - Stories from the field
- Follow through on deliverables

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## Resources

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- Company websites
- The Chronicle of Philanthropy Corporate Giving (<http://philanthropy.com/section/Corporate-Giving/449?cid=megamenu>)
- How America's Biggest Companies Give - 2013 Corporate-Giving Survey (<http://philanthropy.com/article/How-America-s-Biggest/140269/>)
- Giving USA ([www.givingusareports.org](http://www.givingusareports.org))
- Association of Corporate Counsel – Chapters Index by State ([www.acc.com/chapters/index.cfm](http://www.acc.com/chapters/index.cfm))
- Corporate Pro Bono ([www.cpbo.org](http://www.cpbo.org))
- The National Law Journal – Who Represents Corporate America
- Great Giving Fundraising Guides ([www.greatergiving.com/resource-library/downloadable-guides.aspx](http://www.greatergiving.com/resource-library/downloadable-guides.aspx))

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