

# **How To Get Support From Companies In Your Area**

**A presentation of Pathways Australia**

# What we'll cover today

- ◆ What kind of support is available (more than just \$\$s)
- ◆ Finding companies that are the right 'fit'
- ◆ Understanding how companies make decisions
- ◆ How to approach them (and how not to)
- ◆ How to develop ongoing partnerships

# Support available

Money

Donations and/or sponsorship

# Support available

## Expertise



# Support available

Goods or services in kind

The background is a solid teal color. At the bottom of the slide, there is a silhouette of a mountain range in a slightly darker shade of teal.

# Support available

## Facilities



# Support available

## Volunteers



# Support available

Board/committee members

The background is a solid teal color. At the bottom right corner, there is a stylized silhouette of a mountain range in a slightly darker shade of teal.

# Support available

Sometimes the money is the last thing  
to arrive

Why do companies support  
'good causes'?



...Nearly always because it's in  
their business interests!

What's their motivation?

# What's their motivation?

The real reasons why companies support community organisations and causes

# What's their motivation?

They want to be seen as good  
corporate citizens

# What's their motivation?

They want publicity

# What's their motivation?

They think that they might sell more products or services

# What's their motivation?

Someone in the company believes it should make a community contribution

# Selecting the right company

- ◆ Will they derive benefit from being associated with your organisation and its mission?
- ◆ Can they give what you need?
- ◆ Is their a friendly insider?
- ◆ Is their image one you are happy to be associated with?

# How to approach them

- ◆ Do not (I repeat, do not) write to them as a first step
- ◆ Use your insider to help get an appointment with a decision maker
- ◆ Use your other contacts
- ◆ Call a decision maker yourself...but don't ask for help

# How to approach them

## Two stages

1. Meet with them to talk about opportunities about ways you may be able to work together
2. Propose specific ways in which you can collaborate with them

# 'How to approach them' tips

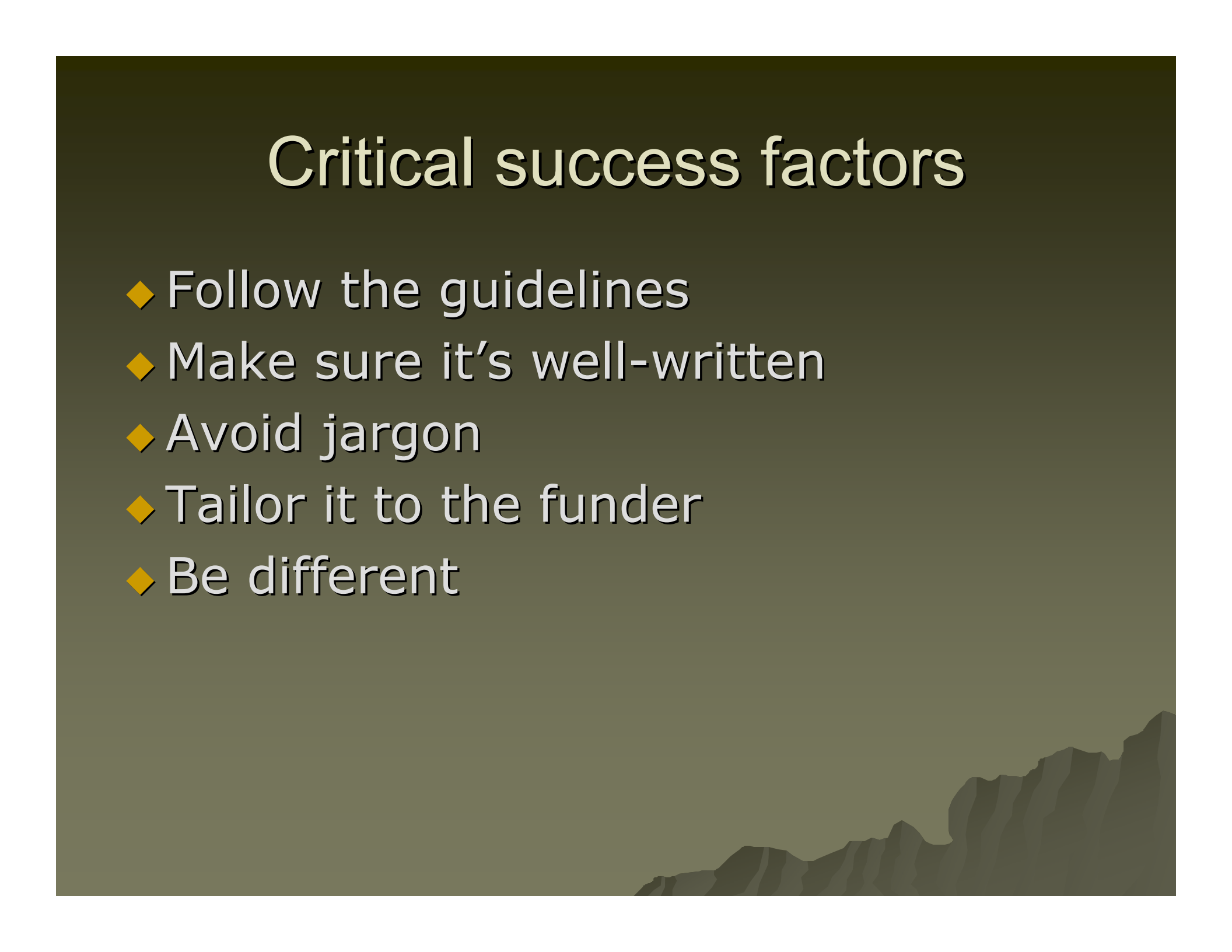
- ◆ Learn how to get past the gatekeeper
- ◆ Always talk about a partnership...about how your organisation can help them
- ◆ Never go cap in hand
- ◆ Your first meeting should be about exploring possibilities
- ◆ Understand why they will be anxious

# How to approach them

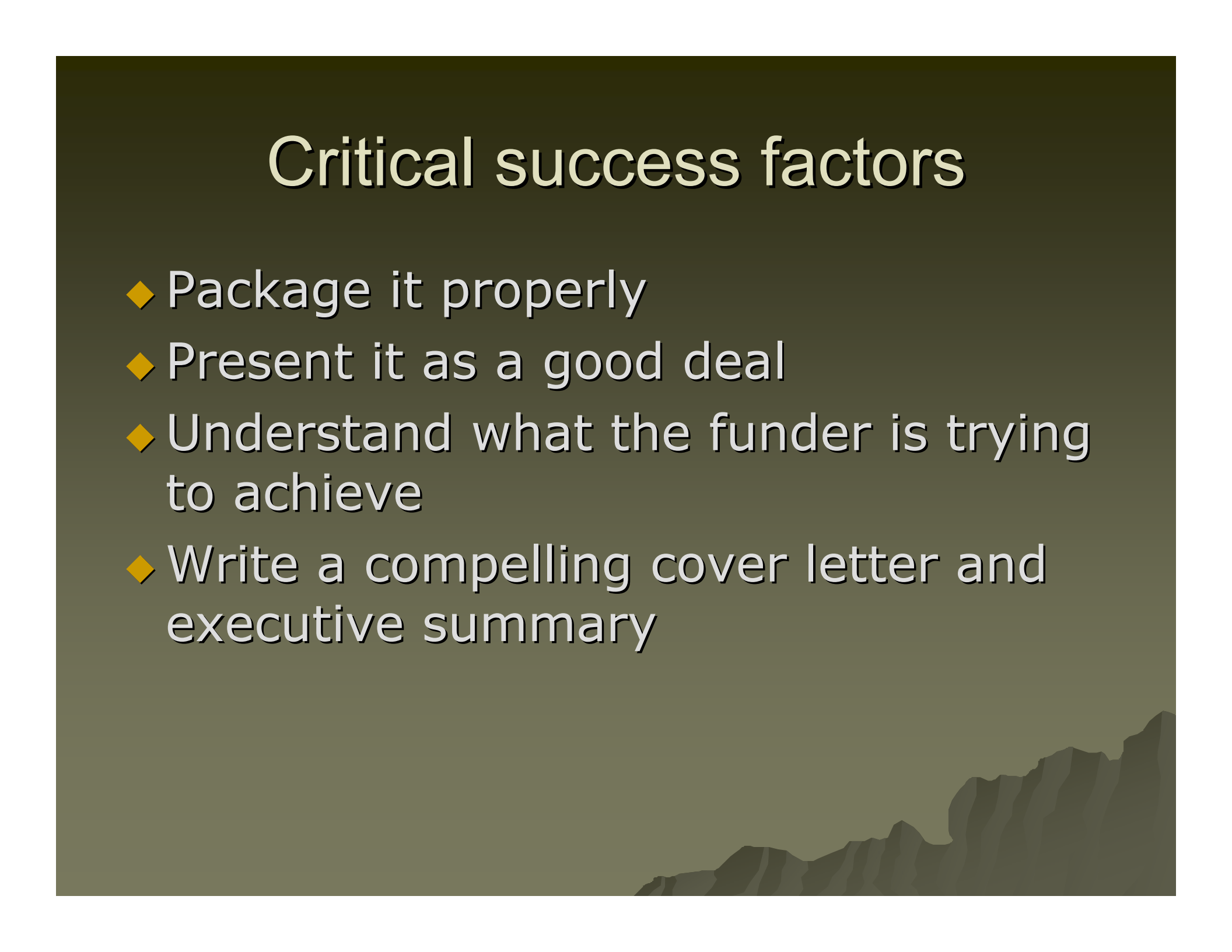
- ◆ Network...Go where the decision makers are
- ◆ Learn how to directly ask for assistance

If they want a proposal

# Critical success factors

- ◆ Follow the guidelines
  - ◆ Make sure it's well-written
  - ◆ Avoid jargon
  - ◆ Tailor it to the funder
  - ◆ Be different
- 

# Critical success factors

- ◆ Package it properly
  - ◆ Present it as a good deal
  - ◆ Understand what the funder is trying to achieve
  - ◆ Write a compelling cover letter and executive summary
- 

# Proposal pitfalls

- ◆ Failure to follow the application guidelines.
- ◆ Failure to take evaluation criteria into consideration.
- ◆ Failure to submit your proposal on the required date and time.
- ◆ Failure to include all of the information requested by the Agency.
- ◆ Failure to tailor your response to the specific funder

# Proposal pitfalls

- ◆ Costs/budgets are unreasonable (too high or too low) or incomplete.
- ◆ Costs/budgets do not provide any detail or breakdown information (if required) for line and sub-line items.
- ◆ Failure to include specifics of your proposed approach to the project.
- ◆ Proposal is unprofessional in appearance (e.g., typos, blank pages, unnumbered pages, smudges, no whitespace, sloppy-looking, etc.). This reflects poorly upon your company.

# Proposal pitfalls

- ◆ Proposal is poorly written (e.g., information is not presented/organized in a logical manner, proposal is difficult to follow, poor grammar, etc.).
- ◆ Proposal does not explain how or by whom the project will be managed.
- ◆ Proposal does not contain RELEVANT information about your organisation, its capabilities, and/or its management and staff.
- ◆ Proposal does not demonstrate that your organisation and personnel have the experience and capability to carry out the project.

# ONCE YOU HAVE DEVELOPED A RELATIONSHIP.....

- ◆ Nurture it
- ◆ Communicate with them
- ◆ Never let them down
- ◆ Pursue new opportunities

# Peter's details

Peter Holdsworth

Director. Pathways Australia

(03) 8530 6444

[pholdsworth@pathwaysaustralia.com.au](mailto:pholdsworth@pathwaysaustralia.com.au)