

## **TIPS FOR NONPROFITS: Tapping into Business Giving**

### **1. Take a long-term approach to cultivating a relationship.**

Corporations rarely give on the strength of a single request for a contribution. Try again. Make a connection. Let prospective donors know about your programs and invite them to visit.

### **2. Rely on your board of directors.**

Talk with them about their companies' contribution policies. Ask them to introduce you to representatives of companies that may be interested in your mission.

### **3. Research prospective donors.**

Check corporate web sites for contribution policies, required applications and contributions calendars. If necessary, make a few phone calls. Determine the company's focus areas and identify the local decision-makers. Address your proposal to an individual whenever possible and make sure the names of the individual and the company are spelled correctly and are current.

### **4. Follow company guidelines.**

Most companies receive hundreds of proposals annually, so follow their guidelines precisely. If you have specific questions, call first. Keep your proposal brief, simple and free of fancy packaging. Use bullets. Control sentence and paragraph length, and use active verbs. Have at least two people proofread your proposal. Triple-check that all required elements are enclosed.

### **5. Seek a connection.**

A company will often link its decisions about corporate gifts to its mission. Seek out grants from companies whose mission is similar to your organization's. Identify where your interests intersect. Companies also often support nonprofits where their employees volunteer. When a connection is established, a relationship can evolve.

### **6. Think beyond the dollars.**

Companies are increasingly interested in contributing more than just dollars—expertise, employees, products and services. Ask the company about the types of in-kind support available. You might not get money, but you might get volunteers for your next fund-raising event, some slightly used computers, or office furniture. More important, you will establish a relationship for the future.

### **7. Report results.**

Provide your donors a report of how your projects are progressing, how their donation was used and how it has made a difference in the community. This vital element of fundraising is the key to maintaining a strong, long-term, mutually beneficial relationship.

*Adapted from tips by Bernie Kronberger, Wells Fargo.*

## Resources for Nonprofits

### **Connecticut Association of Nonprofits**

90 Brainard Road, Hartford, CT 06114  
www.CTnonprofits.org  
860-525-5080  
Leave a Legacy™ Connecticut  
www.leavealegacyct.org

### **Connecticut Council for Philanthropy**

221 Main Street, Hartford, CT 06106  
www.CTphilanthropy.org  
860-525-5585  
*Guide to Connecticut Grantmakers*

### **The Foundation Center's Cooperating Collections**

79 Fifth Avenue, New York, NY 10003  
www.fdncenter.org  
212-620-4230

Danbury Public Library  
170 Main Street, Danbury, CT 06810  
203-797-4527

Greenwich Library  
101 West Putnam Avenue, Greenwich, CT 06830  
203-622-7900

Hartford Public Library  
500 Main Street, Hartford, CT 06103  
860-543-8656

New Haven Free Public Library  
Nonprofit & Philanthropic Resource Center  
133 Elm Street, New Haven, CT 06510  
203-946-8130

### **Community Foundations**

Many community foundations provide grants or workshops designed to build nonprofits' organizational capacity. To find the community foundation that serves your region, visit [www.CTphilanthropy.org/community/comm-fnd.htm](http://www.CTphilanthropy.org/community/comm-fnd.htm).

### **United Ways**

Some United Ways offer training, technical assistance and other resources. To find your local United Way, visit [www.ctunitedway.org](http://www.ctunitedway.org).



Connecticut Council  
for Philanthropy