

Bruce W. Burtch, Inc.

Building Partnerships that Serve the Greater Good

Nonprofit Organization

Cross-Sector Partnerships/Cause Marketing Assessment Process

Step 1 – What do you want to do? (Purpose of partnership)	Answers
Increase corporate funding through partnership campaign	
Introduce a new program or service	
Attract new donors and increase overall funding	
Attract new business partners and relationships	
Reach new demographics: Millennials, Seniors	
Develop earned income opportunities	
Increase employee satisfaction and morale	
Reduce employee turnover	
Attract new Board members	
Attract corporate volunteers	
Attract highly-skilled advisors	
Develop more effective volunteer management	
Generate broader and deeper brand recognition	
Attract in-kind donations	
Attract pro bono services: PR, advertising, web, graphics	
Enlist help to open a new office or service area	
Increase media coverage and overall publicity	
Influence governmental regulators and legislature	
Benefit all your stakeholders	
Attract matching gifts, corporate employee contributions	
Be seen as the leader in your area of service	
Obtain loaned executives	
Expand social media presence	
Step 2 – Assess Your Company and Brand Perception	
How is your nonprofit perceived by all your stakeholders, such as donors, those you serve, employees, local community, etc.	
Have you done a survey in your community or with your donors to ascertain your brand perception?	
How would your employees describe your organization’s culture?	
How would you describe your organization’s culture?	
How would your donors describe your brand?	
Does your public brand perception differ from how you would like to be perceived?	
What is your history in working with the corporate community: philanthropy, in-kind donations, sponsorships, cross-sector partnerships,	

etc.?	
Who are your target market audiences?	
What is your geographical marketing area?	
What key stakeholders will benefit from a successful cause marketing relationship?	
Step 3 - Is your organization ready for a cause-marketing campaign?	
Can you commit to the involvement of your Executive Director and key leadership?	
Can you allocate budget for campaign?	
Can you assign a respected point-person for the relationship?	
Do you have internal marketing resources with ability and bandwidth?	
Do you have agencies to help with creative aspects?	
Do you have existing relationships that could be partners in a campaign (nonprofit or for-profit)?	
Have you ever done such a campaign and if so, what did you learn from that experience?	
Are you willing to form a partnership which allows both parties to share information essential to a successful partnership?	
Step 4 – What do you bring to a partnership?	
A strong brand/brand recognition – local and/or beyond	
Management members committed to the success of the relationship	
Volunteers interested in participating	
A particular service or program to promote	
Resources: time and money	
Internal creative services	
PR/Advertising agency, pro bono or paid	
In-kind donations of products, services, and/or equipment	
Business/Service partners that might wish to join the cause campaign	
Management or employees who could become advisors or board members of partner organizations	
Loaned executives who could be involved in campaign	
Step 5 – Defining Your Team	
Point person - primary interface with partners	
Executive Director or member of senior management	
Marketing/PR	
HR or volunteer manager	
Board member	
Volunteer	
Other staff as needed	
Outside agencies	