

Corporate Partnerships

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TPL Foundation Partnerships



Corporate Community Investment Trends

MOVED FROM

1. Emotionally driven causes
2. Mainstream causes
3. Central decision making
4. Fun team building experiences
5. Basic outcomes



TO

1. Strategically aligned with business model
2. Diversity increasingly important
3. Diverse selection committee
4. Meaningful employee engagement
5. Impact: Data driven metrics

Making our job both easier and harder

Behind the Curtain

THE CORPORATE REALITY

1. Community investment/Foundation teams are typically small, <5 people; they don't have as much money as you think they do
2. Make sure your needs meet their funding focus
3. Applications need to follow the corporate criteria or it will easily be dismissed
4. Sponsorship and philanthropic budgets are often separate and may not be strategically aligned
5. Who do they report to? Marketing, Strategy, Finance?

WHAT THIS MEANS FOR US

1. They're trying to do good but with limited resources
2. Align your ask very clearly with their company's strategic focus
3. Give them the information they're asking for!
4. What benefits you the most? Sponsorship comes with expectations. Philanthropic dollars are more passive
5. Understand the team's objectives and what makes them look successful



Be hyper effective in your applications and communications

Getting in the Room

- What companies should be supporting your cause? Do you have representation from the main industries? Banks, Insurance, Retail, Tech, Developers, Professional Services?
- Research corporate community investment strategies. Which companies align with your funding priorities?
- Sales cycle can be long (accepting applications, evaluation process, granting cycle)
- Leverage contacts to get better insight into the company's focus, process

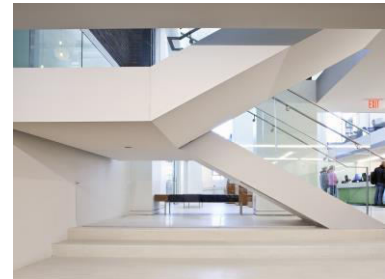


Now That You're In The Room

 **Understand who is sitting around the table – title, rank. Anticipate their questions.**

TAKE THE TIME TO LEARN:

- Objectives of community investments – what does success look like? Does it align with its business objectives?
- Budget size?
- What's their employee and client base? Where are they geographically located? How does this affect the company's investment?
- Financial thresholds. One time or multi year?
- Performance metrics?
- Grant timing? Is it tied to their fiscal? When are in their budget planning?
- Who do they report to? And who is the decision maker?
- Are they looking to giving philanthropic or sponsorship dollars? Do they want to simply support the library or enhance it with their expertise, content, platforms? Are they trying to reach library customers?



Post Meeting

- **Report** with metrics, stories, pictures, videos
- **Invite** their teams for branch tours
- Offer to **educate** their staff on why they chose you: Brown bag lunches, posters in the lunchroom etc.
- **Leverage** their promotional channels, encouraging them to celebrate their support of your library and why.



Questions? Comments? Let's Talk!

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