



# culturehive<sup>®</sup>

Corporate fundraising: making the approach

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Supported using public funding by  
**ARTS COUNCIL  
ENGLAND**



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Published 2017

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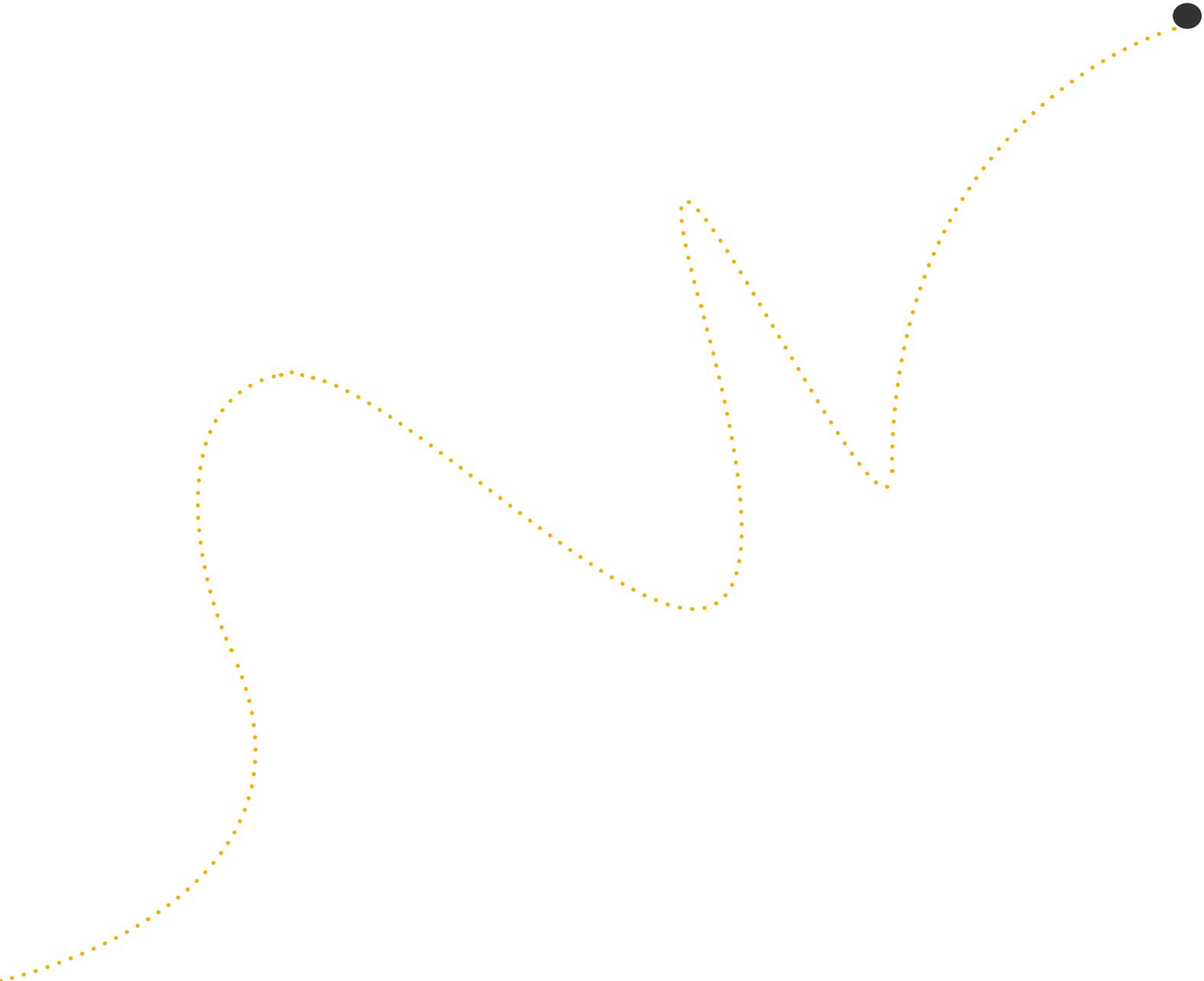
# Making the approach

## Turning a no into a yes

How many times have you been politely brushed off when approaching companies for sponsorship? Or had your emails ignored? Or don't know where to start?

As more organisations seek sponsorship, it seems the corporate sector is putting up more barriers to communication. Identifying the right person to approach, least of all engaging them in a conversation, is becoming more difficult.

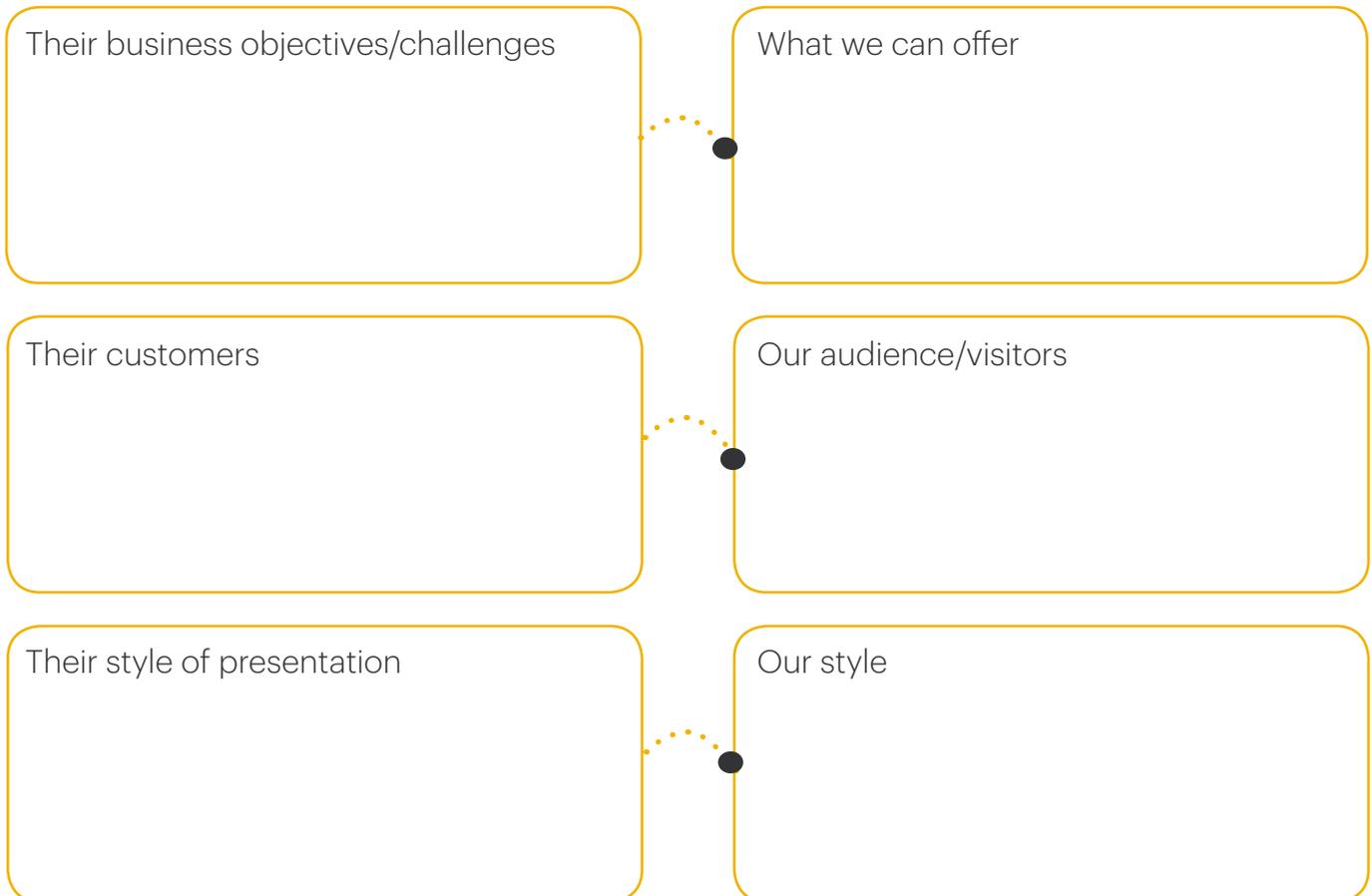
But there are ways to get noticed. This quick guide gives you five simple steps to follow in order to achieve a positive response.



# Step #1

## Do your research

- Are you approaching the right business for your offer?
- What are their business objectives and challenges?
- Do you share the same customers?
- Does the way they present themselves — on their advertising, website and social media — connect to your organisation?
- Look at specialist press and view the company's annual accounts on the Company's House website. They will help you get a good insight into the business culture and help you assess if your project is relevant before approaching them.
- Use the boxes below to start making connections between their business and your organisation or project.

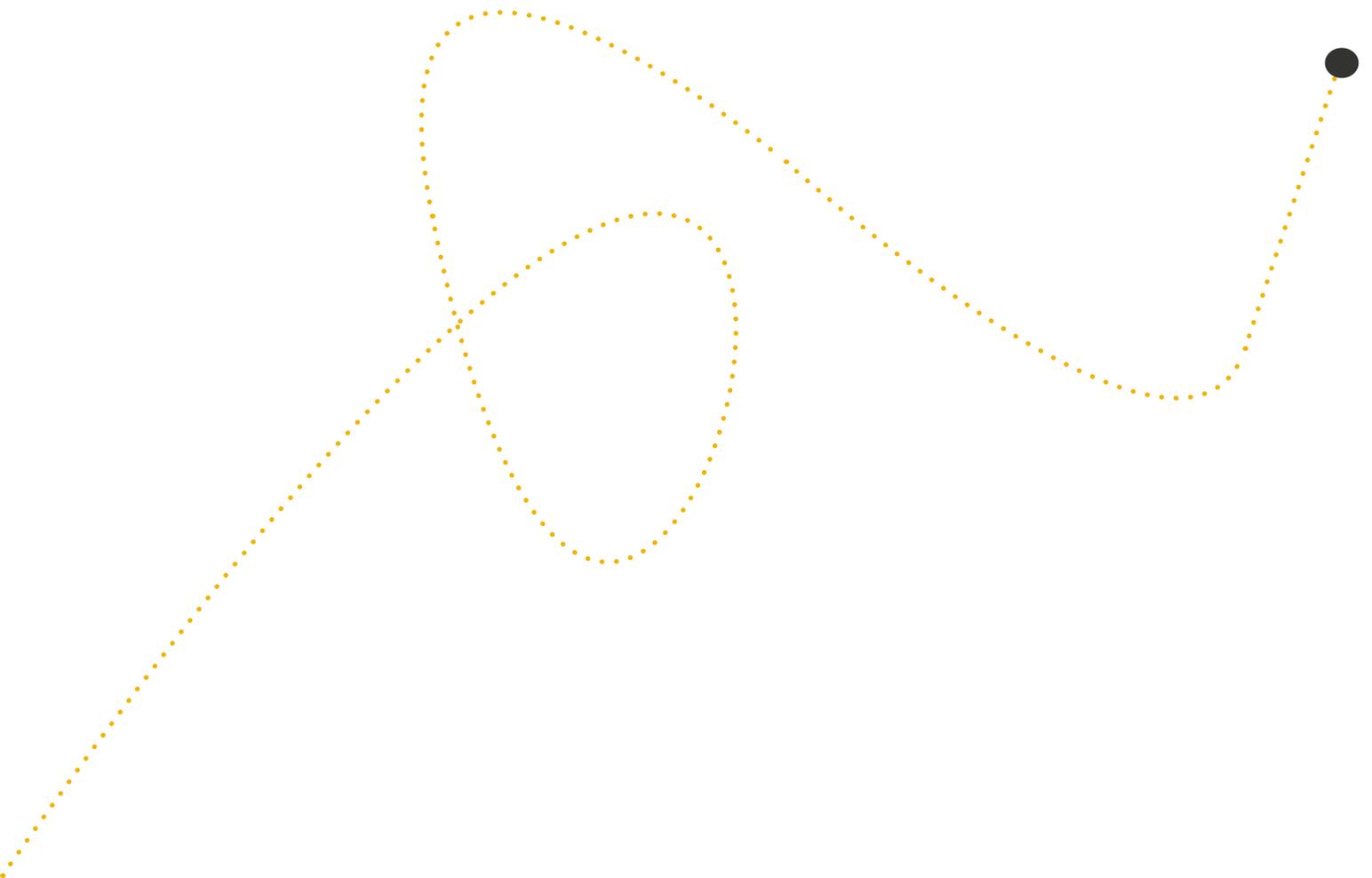


## Step #2

### Find the right person

This can be tricky as companies no longer give out names but a little persistence can work wonders.

- If companies don't list contacts on their website, use LinkedIn or Google their Marketing Director or Advertising Agency.
- Failing that, the press section of a website will have a contact name.
- As a last resort, call the CEO's PA — they almost always answer the phone — but take care. A sales call will not be appreciated but an invitation to a high-profile event will be welcomed.
- Invite the PA rather than the CEO to your event. It's a very effective way of getting to know a company before making a more formal approach.



## Step #3

### Practice your pitch

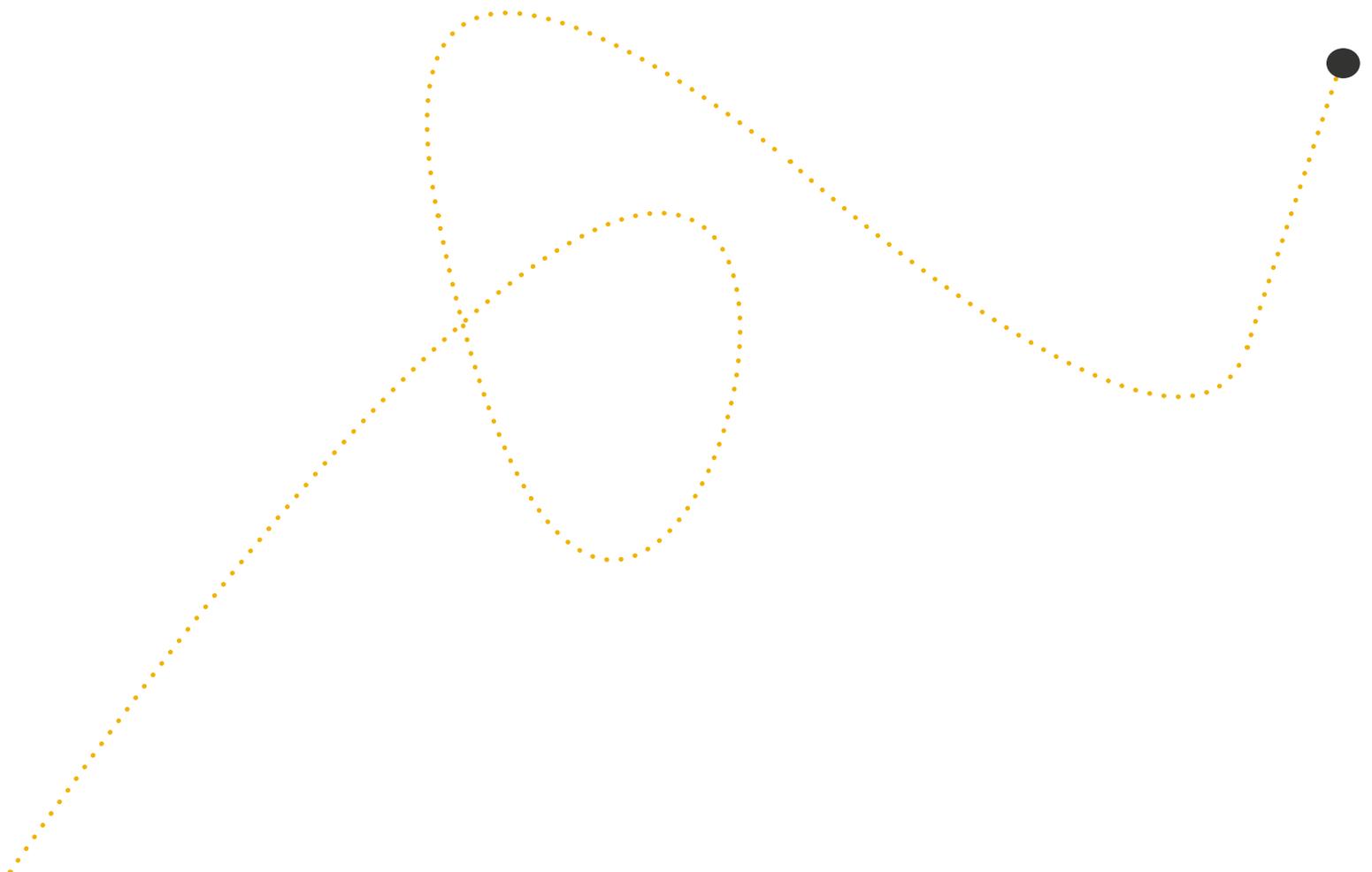
Whether approaching via a Board contact or directly via a cold call, you need to plan. Consider what will engage them immediately.

#### For cold calls:

- Script your introduction and prepare at least three reasons why they should be involved with your project.
- Consider your tone of voice and use of language; charm them but keep to the point.
- Think of questions; it's a conversation, not a monologue.

#### For emails:

- Include a personal and compelling title in the subject box.
- Make sure it can be read in full on a small screen.
- Ensure the reason they should support you is in your first paragraph.



## Step #4

### Remember no isn't always no...

The chances are your contact will be trying their best to say no to you. Be prepared for this and consider your counter arguments.

- Don't be pushy but if your project offers a useful solution to their business issue, don't be afraid to articulate it succinctly and with empathy.
- Companies can't see the value of cultural sponsorship until they can visualise it. Give examples of past successes and describe specific benefits to bring your pitch to life.
- Use the boxes below to list some of the reasons they might say no and consider your counter arguments.

Potential deal-breaker	Counter argument
Potential deal-breaker	Counter argument
Potential deal-breaker	Counter argument

### but sometimes it is

In which case, accept it. If you've asked the right questions and listened, you have gained useful corporate intelligence that will help with future approaches — and maybe provide ammunition for future projects

## Step #5

### Persevere

People are busy. If you've covered these bases and your project is a good fit, you'll get a response. And if not, there's always the next one...



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