



Marketing 101: Strategies For
Conveying What Your
Organization Does To
Corporate and Private
Fundors

SCALE 2006

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Marketing 101: Strategies For Conveying What Your Organization Does To Corporate and Private Funders

Many Non-Profit organizations rely exclusively on governmental sources for project support, implementation and operational funds.

With the right message, the corporate and philanthropic worlds should also be approached to support community based activities. During the workshop, participants will gain knowledge and skills of developing a clear and concise message to communicate the organizations services and benefit and lead to establishment of corporate partnerships.

Topics

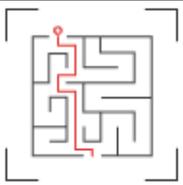
1. Background, objectives, and introductions
2. Beyond government funding
3. Trends and facts
4. Imperatives
5. Case study: hands on
6. Panel of experts
7. Debrief and resources



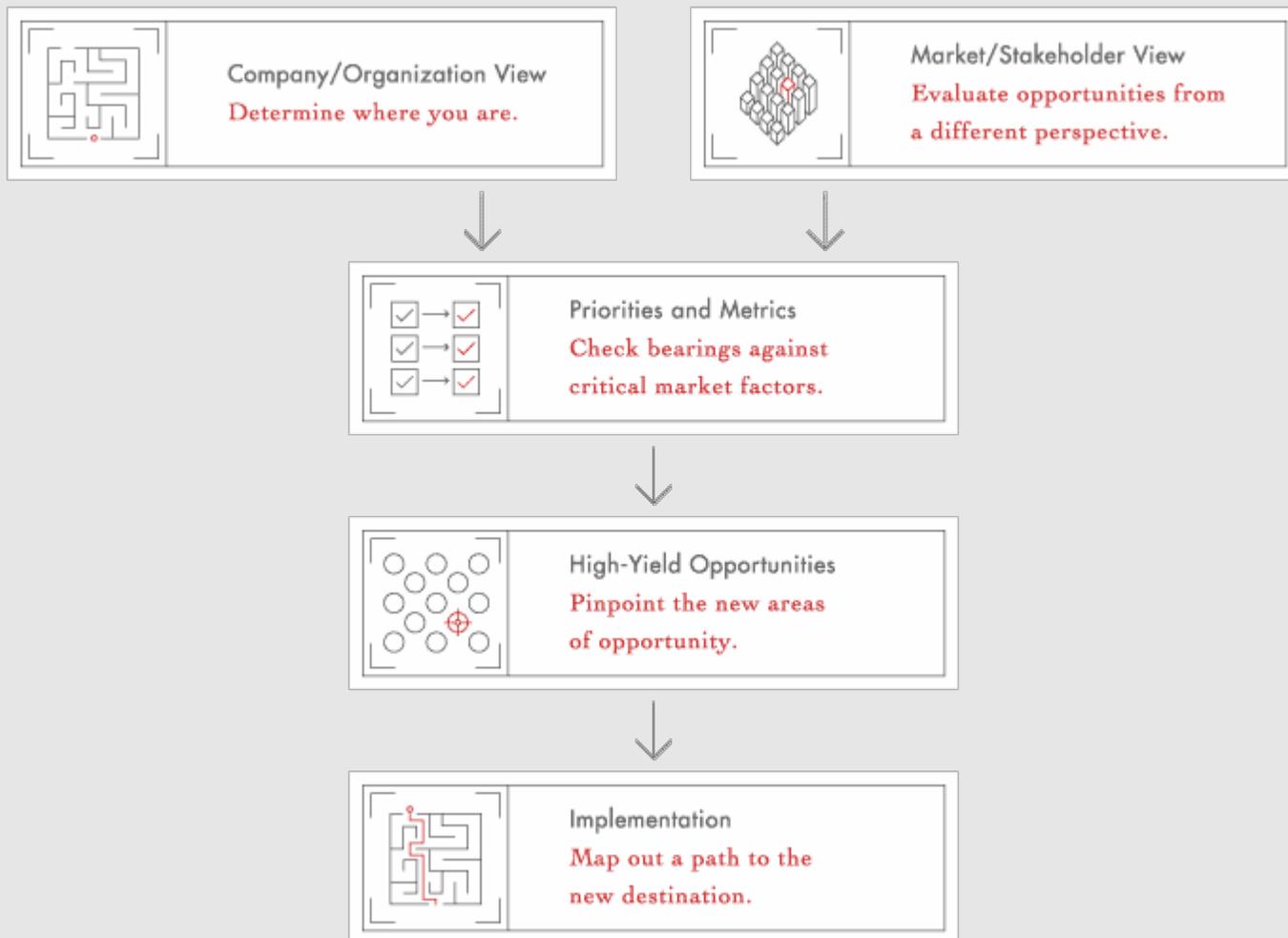
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SUMA Partners specializes in strategic market growth. Since 1989, SUMA has worked with clients including Fortune 500 corporations, public and non-profit entities and entrepreneurial companies to accelerate market growth and maximize strategic impact.



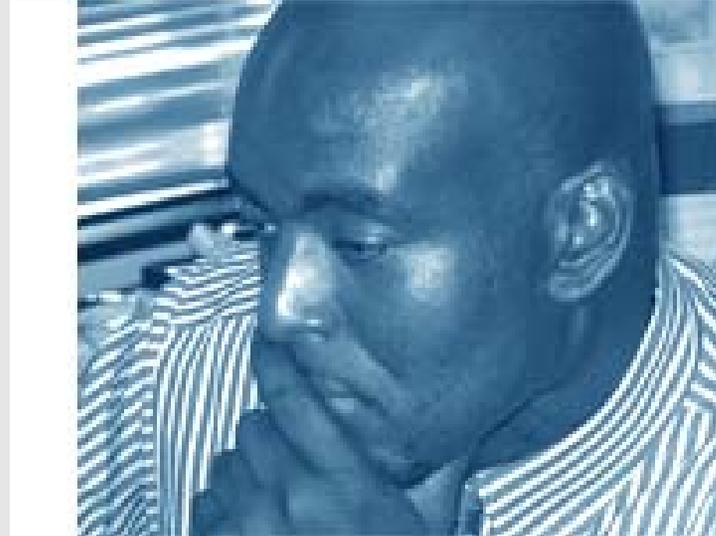


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Andrea Kates, SUMA Partners [akates@suma.com] Andrea specializes in uncovering untapped, strategic market opportunities. Since 1989, Andrea has been the principal in charge of projects in diverse industries, always with a focus on maximizing market impact and strategic focus.

Andrea's client list includes: **AIG/American General Life** (Process Improvement), **Hyatt Hotels** (Revenue Growth), **JPMorgan Chase** (Product Portfolio Expansion), **XO Communications** (Market Expansion and Profitability), **KPMG** (Market Expansion Strategy), **eatZi's** Market and Bakery (National Expansion) and **Royal Dutch Shell** (Global Customer Satisfaction). She has also worked with smaller and emerging companies to align management strategies with market and customer opportunities.

In the **healthcare** arena, Andrea has led large-scale initiatives for clients including University of Texas Health Science Center, Memorial Hermann Healthcare Systems, City of Houston, Texas Department of State Health Services, Global Healthcare Alliance, Texas Medical Center, and the Susan G. Komen Foundation.



SUMA Partners: Representative client list

Since 1989, SUMA Partners has worked with more than 250 companies on strategic growth initiatives. SUMA's cross-industry expertise informs the team's abilities in: vision, innovation, strategy and implementation.

Education and Public Institutions

Greater Houston Partnership

Texas Education Agency

Collaborative for Children

St. Agnes School

Texas Department of State Health Services

City of Houston

Bexar County

Dallas County

Houston Downtown District

Small-Medium Companies

ERGOS Technology

Blue Lance

Birkman International

MetroNational

Saltgrass Steakhouse

(PARTIAL CLIENT LIST)

Corporations

Johnson & Johnson

Royal Dutch Shell

JP Morgan Chase

Continental Airlines

Saltgrass Steakhouse

AIG American General

Hewlett Packard

XO Communications

Hyatt Hotels

Audi

Non Profit

United Way

Texas Medical Center

Memorial Hermann Healthcare System

Susan G. Komen Foundation

I Have a Dream

Menil Collection

Houston Museum of Contemporary Craft

St. Agnes School

Avance



2. Beyond government funding

In 2004, the top 24 independent foundations were responsible for \$127,636,338 of philanthropic giving. Examples of assets: Ford Foundation: \$10 billion, Robert Wood Johnson \$8.9 billion, Lilly Endowment \$8.5 billion)

Investing in a Diverse Democracy

The 50 Most Generous Philanthropists' pledges included \$7 billion (Gordon and Betty Moore/Intel Co-Founder), \$5 billion (Gates Foundation: Health, Education, Libraries), James and Virginia Stowers \$1.2 billion (Biomedical research), Michael and Susan Dell (\$933 million: children's health and education), Michael Bloomberg \$528 million (Education, health care, culture)

Business Week Magazine



3. Trends and facts

2006 Update on Key Trends in Corporate and Private Giving

1. Cause related marketing (AIDS Walk NY)
2. Electronic giving (Yahoo/Katrina 10 days/\$40 million)
3. Creative product enhancement (Lee Denim Day)
4. Win-win (Altria)
5. GolinHarris Corporate Citizenship Index: Ben & Jerry's, Target, Patagonia, SC Johnson Gerber, Southwest Airlines, Johnson & Johnson, The Body Shop, UPS, 3M, Honda, Campbell Soup, Quaker, Kimberly-Clark, Harley-Davidson
6. Initiatives (Humana)
7. Philanthropists: Moore (\$7 billion), Gates (\$5.4 billion), Buffett \$2,6 billion), Soros, Broad, Stowers, Walton, Mann, Dell, Kaiser, Templeton, Lilly, Bloomberg

Kelly points to the AIDS Walk in New York as a classic example of e-philanthropy/cause marketing. Participants that used online fundraising tools raised an incredible 350% more than “offline” participants.

Whereas “offline” participants depend on traditional methods – like walking through the office with pledge forms – “online” participants and volunteers can greatly expand their reach and create community via ePhilanthropy, explained Kelly.

Two prime ePhilanthropy techniques: 1) creating personalized websites in an online community and 2) sending solicitation emails to friends and family. San Diego-based Kintera saw a 25-fold increase in the volunteer email-generating communities it serves from 2005 to 2006.



3. Trends and facts

“Only philanthropic activities that both create true value for the beneficiaries and enhance the company’s business performance are sustainable in the long run.”

Heike Bruch and Frank Walter

MIT Sloan Management Review, 2005



3. Trends and facts

Grant Making Priorities (Foundation Giving Trends, Foundation Center 2005)

Top Priorities for private foundations: Education (24%), Health (21%), Human Services (15%)

Program support ranked first by share of foundation grant dollars.

Children and youth benefited from the largest shares of foundation grant dollars.

Top Priorities for Corporate Foundations: Education (25%), Public Affairs/Society (22%) Human Services (19%), Health (12%)

Program support ranked first by share of corporate foundation support.



3. Trends and facts, continued Expectations and Rewards

GolinHarris Corporate Citizenship

Good corporate citizenship can impact business results by stimulating Americans to be loyal, passionate and frequent business advocates and committed customers to brands that have earned their trust and support.

1. Recommend the company, its products and services to others
2. Improve my respect for and opinion of the company and its reputation
3. Try the company's products for the first time. Switch from a competitor
4. Welcome the company into my community if it wants to locate, expand or do business here.
5. Admire the company as a leader, influencer or role-model within its industry and as a business
6. Increase trust



3. Trends and facts, continued Effective Communication are Key

Effective, well-rounded communication is an essential ingredient of effective corporate citizenship. (Includes traditional and emerging media.)

1. Word of mouth

2. People personally effected by an issue

3. Newspapers and their web sites. The internet, television.

4. Sponsorships

5. Non-profit organizations, government agencies, research and academic institutions and their websites.

6. Where I shop

7. Company reports, announcements, events, direct mail, etc.

Stanford Social Innovation Review Spring 2006

Competence orientation: how much corporate philanthropy is aligned with the companies' abilities and core competencies

X axis=Competence Orientation

Y axis=Market Orientation

Peripheral Philanthropy

1

**[High Competence
High Market]**

Strategic Philanthropy

2

Dispersed Philanthropy

4

Constricted Philanthropy

3

Market orientation: how much an organization's philanthropic policies are geared toward the expectations of its employees, customers, shareholders, regulating agencies, or surrounding communities



3. Trends and facts, continued

Corporate Citizenship Drivers

The brands that demonstrate the strongest corporate citizenship performed well across these key areas

1. Values and treats employees well and fairly

2. Executives and business practices are ethical, honest, open and transparent

3. Authenticity

4. Goes beyond what is required to provide safe, healthy and reliable products and services

5. Listens to consumer, customer and community input when making business decisions

6. Active and involved in the communities where it does business

7. Committed to corporate social responsibility, sustainability, economic opportunity, environmental stewardship.

8. Donates or invests its fair share of profits to benefit others



4. Imperatives for non-profit organizations

1. Organizational health and management excellence (% of administrative)

2. Metrics demonstrating impact

3. Environmental scans and trends

4. Messaging: inside-out/outside-in

5. Sustainability

6. Do your homework

7. Create value



5. Case study: hands-on

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1. Outside-in intelligence gathering
2. Inside-out matching: your mission to their priorities
3. Crisp messaging for corporate and private funders
4. Enlightened self-interest and beyond
5. The game of Hearts
6. The competitive arena and strategies for competitive differentiation
7. Communicating value (in the terms of the funders)
8. Messaging: the \$100,000 Game of Life



6. Panel of experts

Criteria and Ranking

Criteria and Ranking



7. Debrief and resources akates@suma.com

www.suma.com

Foundation Center

Stanford Social Innovation review, MIT Sloan Management Review

Holmes Report (Lee Denim Day)

Cause Marketing Forum

GolinHarris Corporate Citizenship Index

Time Magazine

Business Week

Investing in a Diverse Democracy: Foundation Giving to Minority-Led Nonprofits



Organizational Assessment: Corporate and Private Funders 2007 Strategy

www.suma.com

Imperatives	Importance 1 (-) – 5 (+)	How well do we rank (1-5)	2007 Priorities



Planning strategies

Corporate and private funders

ACTIVITY

COMPLETION DATE

OUTCOME

ACTIVITY	COMPLETION DATE	OUTCOME

Illuminating Opportunities



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Implementing Results

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