



Corporate Sponsorship Preparedness Checklist for Non-Profits

✓ **Define Clear Mission and Vision**

Simple, straight forward messaging that defines the reason your organization exists and the problem you solve.

✓ **Established Audience Definition**

Clearly identified target audience, can include primary and secondary segments. Check to see if your audience aligns with any potential sponsor's customer audience.

✓ **Defined Value Proposition for Sponsors**

Consider your audience size, current portfolio of assets including media opportunities and brand strength.

Look for employee engagement opportunities (events, campaigns, etc).

✓ **Active & Clean Social Media Footprint**

Recent posts, engaged audience, relevant mission related content

✓ **Content**

Articles, videos, blog posts that support your mission and can provide value for a potential sponsor available on your website & social media channels.

✓ **Media Exposure**

Incorporate links to any PR coverage you've earned on your website & in social media. If no media exposure, a press release released on the national wire can help encourage this.

✓ **Measurable Impact/Metrics for Success**

Make sure your public facing media incorporates the measurable results you've already achieved.

✓ **Research**

Do your homework. Research potential sponsors to determine what CSR initiatives are important to them. Find ways to connect their programs to your mission, and a collective opportunity to create measurable impact.

Identify which path makes the most sense for your organization- are you aligned more with their foundation and can qualify for a grant, or is a sponsorship best based on their marketing messaging?

Develop a leads list that incorporates contacts with titles from CSR, ESG, HR, Social Impact, Corporate Communications, PR, and Marketing. LinkedIn is an affordable source!