

Notes on corporate sponsorship for environmental projects

1. Companies don't sponsor groups, they sponsor projects - what projects do you have that are innovative, cost effective and attractive to media
2. Go through a process of brainstorming partners and ask yourself "why would they work with us" and "what can we offer them"
3. Do a lot of research about companies and their previous giving patterns
4. Make your organisation attractive to sponsors
 - ? What can you offer sponsors
 - ? No politics / bagging government or other companies
 - ? Plain English in proposals and reports
 - ? Lots of *appropriate* acknowledgement
 - ? Say thank you
 - ? Involve them and their staff
 - ? Engage partners before asking for money
5. Use connections you already have and get other people to ask for sponsorship on your behalf
6. offer lots of options for how and what companies can sponsor
7. find out from sponsors why they want to work with your group (or any group for that matter) and make sure that you meet their needs - remember at the end of every project, to ask sponsors whether they were happy with the partnership and outcomes and how you can improve next time.
8. follow up when you say and follow through on all commitments
9. promote good work and good news stories rather than doom and gloom

