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A decorative graphic on the left side of the slide. It features a large, light green leaf shape pointing upwards and to the right, and a thick, red, curved arc at the bottom left corner.

MANAGING CORPORATE PARTNERS LIKE MAJOR DONORS

PROBLEM STATEMENT

Create bandwidth in Community Engagement Manager role to grow meaningful corporate partnerships that result in increased long-term giving and engagement



PROS/CONS OF EVENTS

Research has shown that public fundraising events is the least effective way to raise money

Support of Feeding America and West Wind Consulting

Pros

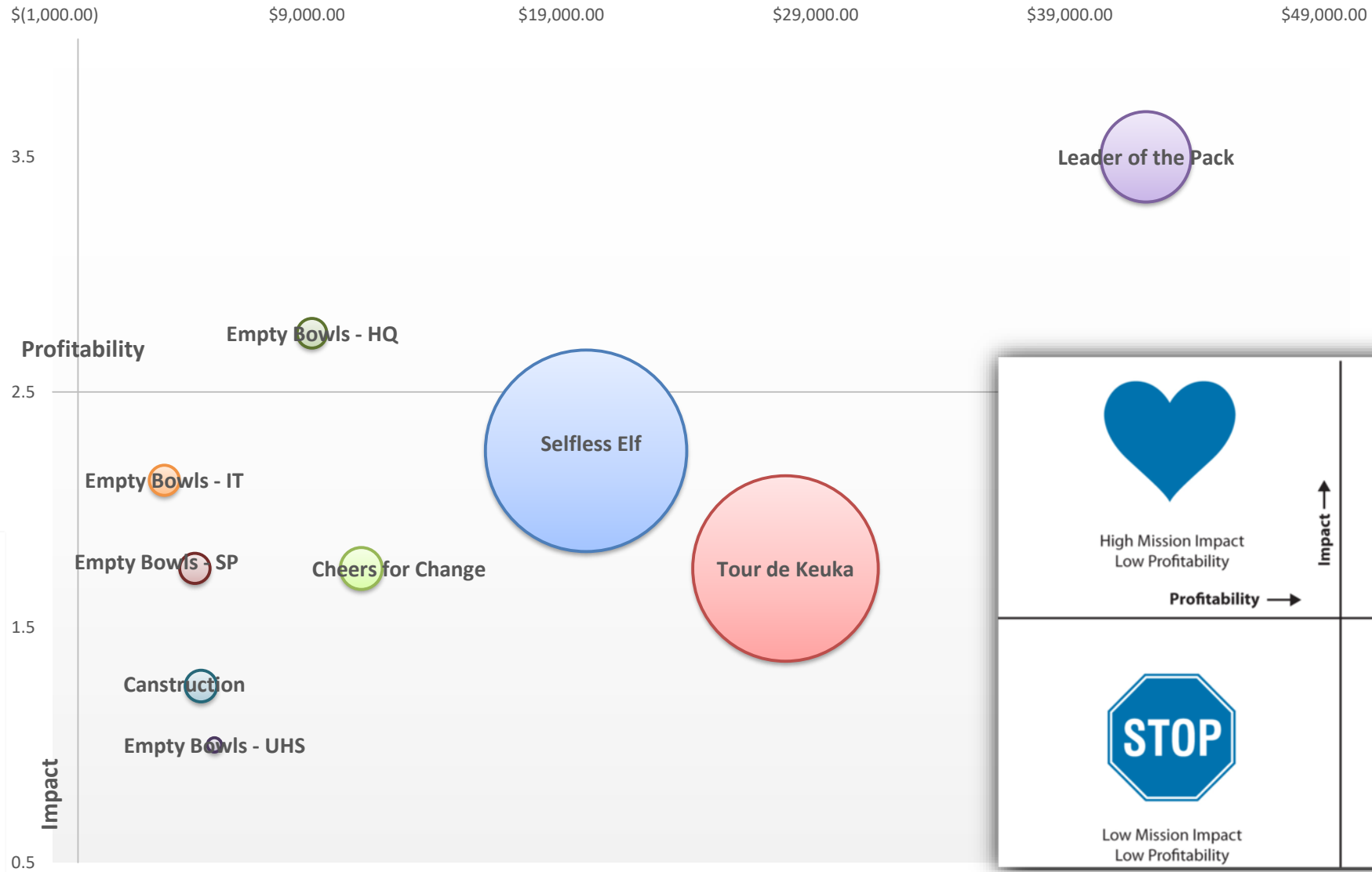
- Public awareness
- Create sense of community – FUN for public
- New donor recruitment
- Volunteer engagement
- Revenue

Cons

- Staff resources
- Staff distraction
- Urgent versus important focus
- Direct expenses are high
- Donors are typically transactional
- Competitive
- Require selling and marketing
- Require lots of volunteers
- Weather dependent



MATRIX MAPPING EVENTS & CAMPAIGNS – W/O OUTLIERS OF COH & FTB



WHAT WE'VE LEARNED

- Tour de Keuka and Selfless Elf have a low ROI based on how much staff time is needed to pull off the event
- We aren't thinking of partnerships in an annual holistic approach
- 3,600 Selfless Elf and Tour de Keuka participants have not given outside of the event since 2016
- Due to COVID-19 we've seen organizations moving to virtual events making the market saturated and competitive



THE POWER OF STEWARDSHIP

Corporate Partnership Wins and Growth

Corning Incorporated and Foundation

Started at in 1996: \$20

To date giving: \$1,177,883

M&T Bank

Started at in 6/12/2008: \$250

To date giving: \$102,000

Excellus BCBS

Started at in 1/12/2005: \$2,500

To date giving: \$130,000

NYSEG and the AVANGRID Foundation

Started at in 4/29/2005: \$945

To date giving: \$120,645

First Heritage Federal Credit Union

Started at in 12/17/2003: \$200

To date giving: \$36,872

Visions Federal Credit Union

Started at in 9/28/2000: \$100

To date giving: \$110,905

THOUGHTS

- Transition away from public fundraising events to create the bandwidth for portfolio-style corporate donor management
 - 2015 to 2019 we've raised \$6.45M from organizations
 - This year we are over \$2M from organizations (grants, cause marketing, other donations)
- Volunteer Program is now under Community Engagement Manager and is very powerful tool
- We typically net around \$144K from Tour de Keuka and Selfless Elf
- From initial conversations, we've learned supporters do not make large investments for marketing benefits from an event
- What would you need to see in order for you to feel confident about this transition?