



Corporate Connections Workshop outline – 2018 Volunteer Conference

Monday, June 25th from 10:45 a.m. – 11:45 a.m.

Holiday Inn, Merchandise Mart, 350 W. Mart Center Dr., Chicago

Western Stage Room – 14th floor

June 25th, 2018 Workshop Objective: Provide Blessings in a Backpack Program Coordinator Volunteers with tips and techniques to help maximize corporate partnerships.

Expected number of volunteer attendees: 25-35

Panelists:

- Shelley Long, Community Affairs Representative - Blue Cross and Blue Shield of Illinois
- Robert Rizzo, Senior Director, Community Investment, Conagra Brands Foundation
- Kim Twist, Manager, Corporate Affairs - Constellation Brands

Moderator: Diane Palmer, Associate Director, Blessings in a Backpack

Description: Corporate Connections Panel

How do I get corporate funding for my program? How do I get volunteers to help pack bags for my program or staff my fundraiser? If you've asked these questions and others where corporations and their employees may be able to support your program, you'll want to attend this session. Panelists will provide insights and advice to help achieve successful nonprofit-corporate partnerships.

Program agenda:

- Welcome – Diane Palmer
- Introduction of Panelists (ask each what attracted them to their role and what their respective corporate social responsibility priorities are)
- Diane describe objective of panel discussion and intent is to be interactive

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Conversation guided from initial consideration to reach out to corporations through successful engagement and sustaining effective relationships. Topics:

- Prospective Donor Research and Alignment: Why is it important for prospective partners and grant applicants to do their home work?
- What makes an effective partnership proposal? Can you share one particular proposal that especially impressed you and what elements did it include? Please share some dos and don'ts for proposals.
- What do you advise for program reporting? How does a nonprofit partner determine how much is just enough for keeping you informed?
- Let's talk beyond the dollars. There is incredible value in the resource of employee engagement. Please share how your companies involve your colleagues in the community. What suggestions do you have for nonprofits to make the most of engaging employees and executives?
- Inkind support is another treasured resource that nonprofits can benefit from. What examples can you share involving your company and how nonprofits can possibly pursue this?
- Corporate expertise can offer premium skills to nonprofits by way of board membership. Please share the types of assignments that perhaps yourselves have with this as well as colleagues. How do nonprofits approach getting consideration for corporate board members?
- Effective communications: What style of communication is preferred – e-mail, phone calls, good old U.S. or other methods? How much is enough? What's the best way to keep corporate partners informed and sufficiently connected?
- What have we missed? What other suggestions would you like to provide for maximizing corporate partnerships?
- Q & A