



BUILDING SUCCESSFUL PHILANTHROPIC PARTNERSHIPS

SOME ESSENTIAL BUILDING STEPS AND
EXPERIENCE FROM UNICEF

Do Good. Better!

THE TEAM TODAY

Robert Thompson
Formerly UNICEF



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TALKING POINTS TODAY

- ✓ Essential considerations when (re-)starting the partnership scheme
- ✓ Deeping the partnership
- ✓ 5 key questions to Robert

Presentation with 10 slides followed by Q&A and discussion.

Content is free to share.

BEFORE YOU START

Gain clarity
and consensus
of key considerations,
including:

WHAT IS YOUR TARGET AREA?

- ✓ Demographic profile of users ,
- ✓ Geographic area
- ✓ Scaling need

WHAT IMPACT DO YOU DELIVER FOR PARTNERS?

- ✓ Aid & Development progress for users
- ✓ Data and information from primary sources
- ✓ Partnership value to partners customers or employees?

WHAT DO YOU NEED FROM THE PARTNERSHIP?

- ✓ Access to ideas, people, technology
- ✓ Expertise in logistics, IT, finance, etc
- ✓ Funding contributions (type, amount & frequency)

IDENTIFY THE IDEAL PARTNER

A GOOD PARTNERSHIP SCHEME STARTS WITH IDENTIFYING THE RIGHT PARTNERS

- ✓ Does the proposed partnership benefit both?
 - ✓ Is the partnership aligned with both partners strategies?
 - ✓ Do both partners have complimentary concerns, target areas or key programme users?
 - ✓ Do any of the exiting programmes match with each other?
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- ✓ TIP: Design the philanthropic partner profile to your programme / organisation with all key characteristics involved (Beliefs, values, passions, connecting life experiences, causes priority)

VALUE YOUR SERVICES

You are supporting a cause that requires support **BUT** you are also delivering a service that is valuable

- ✓ What are you asking for?
- ✓ What is minimum partnership level?
- ✓ Underselling devalues the partnership!

Underselling devalues the partnership!

DEEPENING THE PHILANTHROPIC PARTNERSHIP

PHILANTHROPIC PARTNERS

- ✓ Connect philanthropists life experience with programme
- ✓ Extent reach and/or impact of existing philanthropy
- ✓ Provides clearer philanthropic investor profile (return in lives saved, improved and/or empowered)
- ✓ Cooperate and leverage donations with other philanthropists

CORPORATE PARTNERS

- ✓ Staff engagement with programme results in more motivated staff
 - ✓ Salary giving scheme (matched?)
 - ✓ Volunteering & joining the movement
- ✓ Gaining the right talent is vital & employees want to work for a company that cares.
- ✓ Supports business plan by aligning charity partnerships with business strategy
- ✓ Improves customer loyalty and cultivates goodwill
- ✓ Humanises brand
- ✓ Company wants to be a positive change in the world



Thank you

ANY QUESTIONS?

Do Good. Better!

STAY IN TOUCH!

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