

2018 Corporate Donation Guide

Your key to donations, sponsorships, grants and more.



GiveSmart[®]
by communitybrands

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At Community Brands, we value the work you do and are both ready and excited to work with our charity partners to raise \$1 billion between 2016 and 2021.

In our efforts to help you raise more, we've compiled a collection of corporations that give to organizations in various manners to form our 2018 Corporate Donation Guide.

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Tips from the Trenches: the do's

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Utilize
these 5 tips
to increase
silent
auction
revenue!

Bundle items

Packages of like items will ultimately raise more money than if you auctioned off the items individually. For example, package together a restaurant gift card, theater tickets, and a night at a nearby hotel to create the ultimate date night package. Thinking about the amazing experience that would come with a package like that will encourage guests to bid more!

Limit the number of consignment trips to 20% of the total trips offered

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Know your crowd

For your auction, make sure you have a variety of items at different price points so you are catering to a wide array of guests. GiveSmart's platform provides data on the most popular items sold in the auctions. This information can help you to determine which price points your donors are most comfortable at!

Choose items that relate to your cause

If someone is paying to attend your event benefitting the arts, they most likely enjoy art in their personal life. Instead of auctioning off sports tickets at an event like this, gather items that relate to art such as pottery classes, customer artwork, or tickets to an art museum. Sports tickets would be great for an event benefitting a high-school sports team, for example!

Use strong item descriptions to increase bids

Make sure item details are clear and to the point. Guests are much more likely to bid if the description includes all pertinent details including any blackout dates, venue locations, etc. If using GiveSmart's platform for online silent auctions, you can include a link so that users can gather more information about the offer, for example!

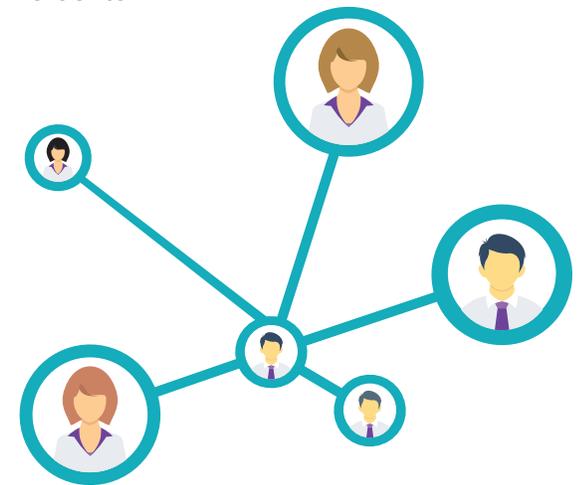
Tips from the Trenches: the don't's

Don't forget the importance of sponsorships

Create sponsorships that are unique and appeal to local companies. These companies can act as technology sponsors, silent auction sponsors, or consignment item sponsors. GiveSmart's platform allows you to show company advertisements with the auction items so you can leverage this exposure in order to receive sponsorships.

Don't be afraid to ask your board or other prominent members of your organization to give or sponsor an auction item

The board members are part of your organization's management because they care about your cause and want to help. Ask the questions - they may not even know.



Don't be bland. Be creative with packages, item titles and item types to get supporters more interested

When creating a package, come up with a fun name that encapsulates what the purchaser will receive. For a package including a vineyard tour and a restaurant gift card, call it "Wine and Dine Date Night" instead of "Vineyard Tour and Dinner". This will encourage the guest to bid more because they can clearly envision the fun experience they will be receiving instead of separate items.

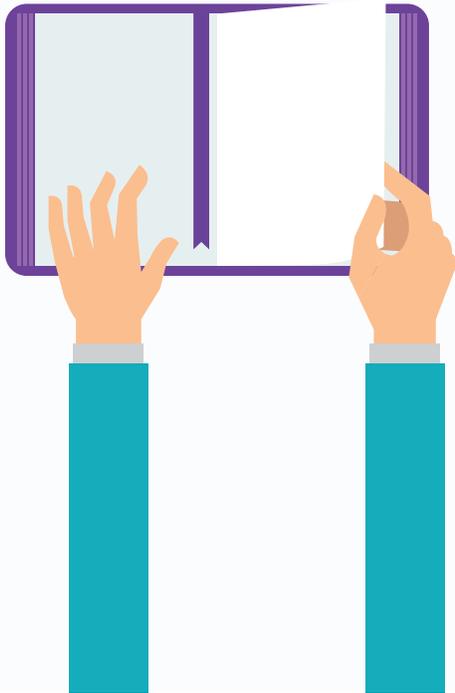
Don't have more than one auction item for every five attendees

Anything smaller (e.g. one item for three attendees) is too much and will result in items left over. One way to work around this is to bundle items together in packages for supporters to bid on!

Always keep
your donors
in mind when
planning your
auction.

Corporate Donation List

Find companies that give and get tips from industry professionals on how to procure items, ask for sponsorships, plan your silent auction, and more.



6 National companies that donate to all causes

National Companies that donate to:

- 7 • Animal Welfare
- 7 • Arts
- 7 • Children, Schools, and Education
- 8 • Disaster Relief and the Environment
- 8 • Human Rights, Health and Hunger
- 9 • Local Community and Housing
- 9 • Military
- 10 • Sports
- 10 • Workplace Readiness

National companies that donate to all causes

	Gift Cards	In-kind	Direct	Discounts	Grants	Sponsorships
Binny's		✓		✓		
The Container Store	✓	✓				
Delta Airlines			✓			✓
Disney World		✓				
Disneyland		✓				
Enterprise Holdings			✓		✓	
Five Guys Burgers and Fries	✓					
Google					✓	
Honest Tea		✓				
JPMorgan Chase & Co.					✓	
Kohl's	✓					
Maker's Mark		✓				
Minted	✓			✓		
Nike		✓				
Nikon						✓
Nutiva		✓				
Otterbox		✓				
QVC			✓			
Radioshack			✓			✓
Six Flags Great America		✓				
Southwest Airlines		✓				
Taylor Guitars		✓				
Traders Joe's			✓			
Vera Bradley		✓	✓			
Whole Food Market			✓			
Wyndham Worldwide Hotels			✓			
United Airlines		✓	✓			

Animal welfare

	Gift Cards	In-kind	Direct	Discounts	Grants	Sponsorships
Petco Foundation					✓	
ASPCA					✓	
Oxbox Animal Health					✓	
Royal Canin		✓				
Nestle Purina		✓			✓	✓

Arts

	Gift Cards	In-kind	Direct	Discounts	Grants	Sponsorships
Barnes & Noble			✓			✓
Jo-Ann Fabrics			✓			
McCormick Corporation			✓			
Pentel		✓				
Target					✓	

Children, school and education

	Gift Cards	In-kind	Direct	Discounts	Grants	Sponsorships
Amazon		✓			✓	
Bank of America					✓	
Barnes & Noble			✓			✓
Ben & Jerry's Foundation					✓	
Best Buy					✓	
Booksamillion	✓					✓
Costco	✓	✓	✓		✓	
CVS				✓		
Hertz Car Rental			✓			
JC Penny					✓	
Marriott International			✓			
McCormick Corporation			✓			
Nordstrom					✓	
Office Depot					✓	

Pentel		✓				
Royal Caribbean Cruise		✓	✓		✓	✓
Safeway Foundation					✓	
Sony					✓	
Stanley Black & Decker					✓	
Staples	✓					

Disaster relief and the environment

	Gift Cards	In-kind	Direct	Discounts	Grants	Sponsorships
Best Western Hotels			✓			✓
Coca-Cola					✓	✓
Fairmont Hotels			✓			
Hertz Car Rental			✓			✓
Hilton Worldwide			✓			
Intercontinental Hotel Group		✓	✓			
Jewel Osco			✓			
Kimberly Clark		✓				
Marriott International			✓			
McCormick Corporation			✓			
Office Depot					✓	
Pepsico					✓	
Royal Caribbean Cruises		✓	✓		✓	✓
Tiffany & Co. Foundation					✓	
Union Bank					✓	✓
Walmart					✓	
Waste Management		✓				

Human rights, health and hunger

	Gift Cards	In-kind	Direct	Discounts	Grants	Sponsorships
Bringing Hope to the Table		✓	✓			
Costco	✓	✓			✓	
Jewel Osco			✓			
Jo-Ann Fabrics			✓			
Marriott International			✓			
McCormick Corporation			✓			

Organic Valley		✓				
Pentel		✓				
Safeway Foundation					✓	
Stanley Black & Decker					✓	
Starwood Hotels			✓		✓	✓
Union Bank					✓	✓
Walgreens			✓			
Wawa Foundation		✓			✓	✓

Local community and housing

	Gift Cards	In-kind	Direct	Discounts	Grants	Sponsorships
Bank of America					✓	✓
Ben & Jerry's Foundation					✓	
Budget Rent-A-Car		✓	✓			✓
Fairmont Hotels			✓			
Family Dollar			✓			
Hilton Worldwide			✓			✓
Home Depot						✓
Intercontinental Hotel Group		✓	✓			
Kimberly Clark		✓				
Stanley Black & Decker					✓	
Starwood Hotels		✓			✓	✓
Union Bank					✓	✓
Walgreens			✓			
Walmart					✓	
Wells Fargo					✓	

Military

	Gift Cards	In-kind	Direct	Discounts	Grants	Sponsorships
CVS				✓		
Home Depot						✓
Jo-Ann Fabrics			✓			
Office Depot					✓	
Stanley Black & Decker					✓	

Sports

	Gift Cards	In-kind	Direct	Discounts	Grants	Sponsorships
CVS				✓		
Dick's Sporting Goods			✓			✓
Emergen-C		✓				
Pepsico					✓	

Workplace readiness

	Gift Cards	In-kind	Direct	Discounts	Grants	Sponsorships
Bank of America					✓	✓
Sony					✓	
Staples	✓	✓				
Starwood Hotels		✓			✓	✓
Walmart					✓	

Donation request letters



Our Corporate Donation list is a great place to start as you prepare for your event, but don't forget that there are plenty of local business that would be happy to support your cause! While most of the corporations on our list include links to online request forms, local businesses accept requests through in-person visits, phone calls, and personal letters.

Read through our sample donation request letters to help you get started and be sure to use our tips as you start writing your own!

1

Do your research and address the letter to the appropriate person. Showing that it was worth your time to find the right person and send a personalized letter will show them that your request is worth their time.

2

Remember that, unless they ask to make an anonymous donation, they're looking for recognition for their contribution. Let them know how you'll recognize them before, during, and after your event (e.g. in the event program, on the event webpage, in email communication, etc).

3

Play to their emotions when you introduce your organization. Letting them know how you make a difference in your shared community and how their contribution will help your efforts is a good way to inspire them.

4

If you're looking for a specific donation (e.g. gift cards or products), feel free to ask directly in the letter and use the letter sample that best represents your request. Otherwise, let them know that any contribution they can make would be graciously accepted.

5

Remember to thank them for their consideration of your request!



Auction item request

Dear **First Name**,

Our annual fundraiser, event name, will be held this year on **Date** at **Location**. As you know, financial support is extremely important to **Organization Name**, as we rely on donations to **summary of mission statement**.

The **event name** attracts more attendees each year, but we depend on the added support of our friends in the business community who supply us with exciting auction items. Would you be willing to donate either a gift certificate or merchandise from your business?

Someone from our committee will be contacting you to discuss your contribution and to share information about individual and group tickets. It is a win/win situation when we benefit from your donation and you receive the goodwill, which comes as a result of your generosity. We will recognize your contribution **in our auction item descriptions (list all locations)**.

Our organization's ability to continue to operate is due in large part to the generous support of individual donors who believe in our mission to **summary of mission**, as well as gifts from businesses and corporations.

Thank you for considering our request.

Sincerely,

{Name}

{Position}

{Organization}

{Contact Information}

Donations for a specific program

Dear **First Name**,

We are once again planning our **program** to be held on **Date** at **Location**. Last year, this drive raised more than \$Dollar Amount, making it possible for us to continue offering important programs within our community.

We are asking for monetary donations to support this drive as well as **product donations (i.e. If a book drive, looking for “book donations”)**. All money raised will be used to fund **XYZ Program**, which benefits **name of program, or mention people it will help**.

If you are interested in making a donation, you can do so by using the enclosed donor envelope. If you wish to donate a **product (i.e. if a book drive, “books”)**, we will be happy to pick up your donation.

Feel free to give us a call at insert telephone number with any questions or concerns. We thank you in advance for your support!

Best Regards,

{Name}

{Position}

{Organization}

{Contact Information}

General donation

Date

First Name Last Name

Company Name

Street Address

City, State, Zip

Courtesy Title (Mr./Ms./Mrs.) Last Name,

Organization Name can only achieve its goals with the assistance of generous donations from members of our community. Without these donations, serving those in our area would not be possible.

It is our mission to **Insert Mission Statement**. In order to meet our mission and provide services in our community, we rely on the generosity of individuals and businesses for support. Without the assistance of community-minded individuals just like you, we wouldn't be able to serve those in our community each year.

We write to ask you to consider a donation to our cause. A donor envelope is enclosed for your convenience. We hope that you will help support our efforts.

Thank you in advance for your generosity.

Sincerely,

{Name}

{Position}

{Organization}

{Contact Information}

Requesting sponsorship

Dear **First Name**,

On behalf of **organization name** we are excited to invite you to participate in the event name on date at location. This fundraiser **explain what the money raised at this event will support; if nothing specific, list a couple of services you offer**.

Last year, supporters like you helped **organization name** to **raise \$dollar amount**. **Explain how that was a significant benefit for your organization**. This year, you can help by providing a raffle prize donation or assisting financially with an underwriting opportunity.

As you consider your tax-deductible donation, please remember the important role **organization name** plays **in our community/our country/our world**. Your donation will be recognized at our event in several ways. As a sponsor, your name will be **placed on all materials and banners that publicize the events as well as announced verbally at the event itself (list all locations)**.

We hope that we can count on you to help support our cause. If you have any questions or concerns in the meantime, please feel free to contact us at **email address and phone number**.

Thanks in advance for your consideration!

Sincerely,

{Name}

{Position}

{Organization}

{Contact Information}

Item procurement ideas

When approaching local businesses or national organizations and asking for donations, they may ask “What would you like?” and leave you with the ability to ask for specific items.



Experiences

- After-hours shopping parties from local retail stores
- Meet & greet with the k9 unit at local lawenforcement office
- Private happy hour at a bar or restaurant
- Golf Lessons
- Cooking class for a small group
- Tickets to a popular TV show taping
- Movie set tour
- Ballroom dancing classes

Art

- Children’s artwork (popular at many school events)
- Live artwork
- Custom pet portrait
- Drawing classes/workshop

Food and wine

- Catered lunch for staff
- Dinner with the police chief or an athlete
- Picnic basket with wine and gourmet snacks

Sports

- Sports equipment (golf clubs, hockey sticks, etc.)
- Private ice time at an arena
- Tour of sporting arena
- Autographed memorabilia or photos
- Sports clinic with well-known athlete
- Tickets to sporting events

Home and garden

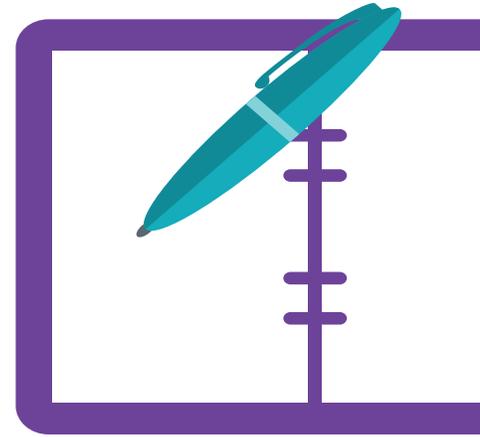
- Grill and smoker
- Family portrait session
- Karaoke machine
- Luxury mattress
- Handyman/Landscaping services
- Snow removal for one

Kids

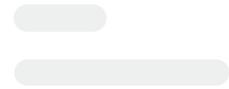
- Children’s artwork (popular at many school events)
- Live artwork
- Custom pet portrait
- Drawing classes/workshop

Grant writing tips

Some companies may not offer in-kind or direct donations but offer the opportunity for your organization to apply for a grant. Grants may seem overwhelming, but they are a great way to receive direct funding for your organization.



1. The board members are part of your organization's management because they care about your cause and want to help. Ask the questions - they may not even know.
2. Pay close attention to guidelines, requirements, and deadlines.
3. Gather feedback from colleagues, volunteers, your mom, friends, etc. You want to make sure the proposal language and complexity is accessible to everyone.
4. Showcase the work you have done in the past with concrete examples and details.
5. Don't hesitate to ask the grant-making organization questions about anything you may not be clear on.



[Learn more at givesmart.com](https://www.givesmart.com)