



Second Webinar
Approaching the Private sector

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U.S.-Middle East Partnership Initiative



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Synopsis & Outline

- This webinar is part of the Vital Voices Global Partnerships Webinar series on CSR- PPP.
- The first webinar covered:
 - The concept of CSR
 - Common debates surrounding CSR
 - What motivates the private sector
 - Advantages and Disadvantages to engaging with the Private sector.
 - Case Studies
- Today we will cover:
 - Before approaching Privates Sector
 - How to approach privates Sector?
 - Things to do and things to avoid
 - Examples , stories , flashes , ideas

Before Approaching the Private Sector

- Who
- First you have to decide who to approach. The best starting point is local business in your communities.
- Why ?
- These companies are more likely to support local communities because they want to improve their image and attract customers locally.

How to decide who to approach

- Tap into your network to determine who you know (you would be surprised at how many people you do)
- Use your personal connections
- Find people you know personally (neighbor relation, friend) within these companies and make them allies.
- Survey the company board members ask friends and family who they know.
- Group brainstorming session to put together a list of who people in your organization know.
- Tap into local chambers of commerce in your area.
- International Chambers of commerce and business coalitions are also a potential.

Find out who gives

- Once you have a list of potential companies find out who amongst them gives.
- Look into company annual reports
- Do a web search “googling” the company name, CSR (to find out whether they have a CSR department and the contact name)
- Talk to contacts you know within companies to find out if they have a CSR program, who runs.
- You can also scan the media (TV, newspaper, radio) to find out who sponsors.
- You can also keep an eye at events and sponsored campaigns in supermarkets and so on.

Who will be interested in your projects ?

- You have to decide what company would be interested in your type of projects.
- Example: an insurance company would be interested in preventative health programs (Good nutrition) or a safe driving campaign.
- A pharmaceutical company would be more likely to support a sexual health program.

Dos and Don'ts

Do:


- Thoroughly research your target company.
- Learn about the company, their employees their personal interests through research and personal contacts
- Concentrate on a small number of companies
- Concentrate on companies which are likely to support your cause .

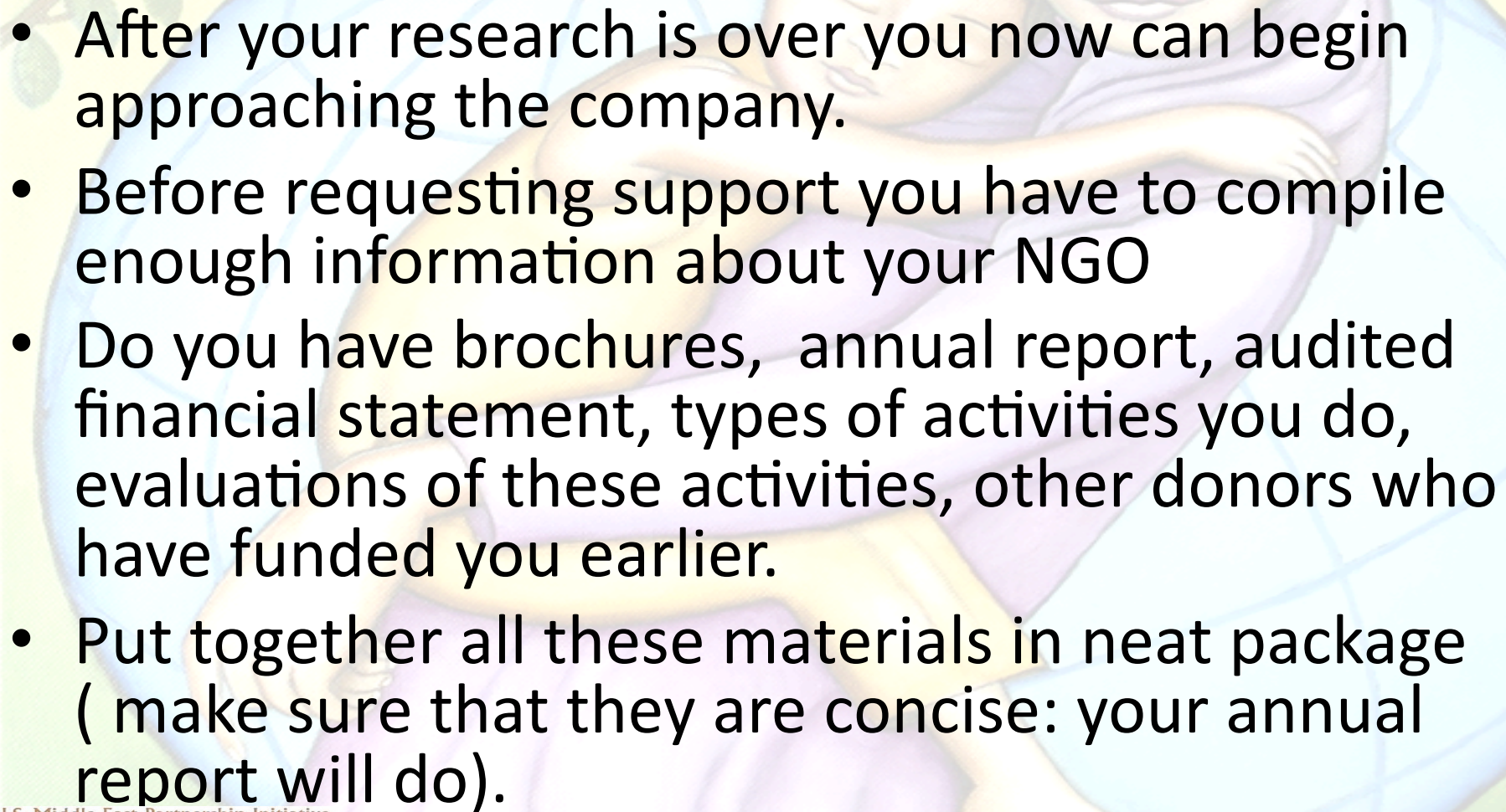
Don't

- Don't just send a letter to the company in question.
- Don't send a low quality proposal

Researching the company

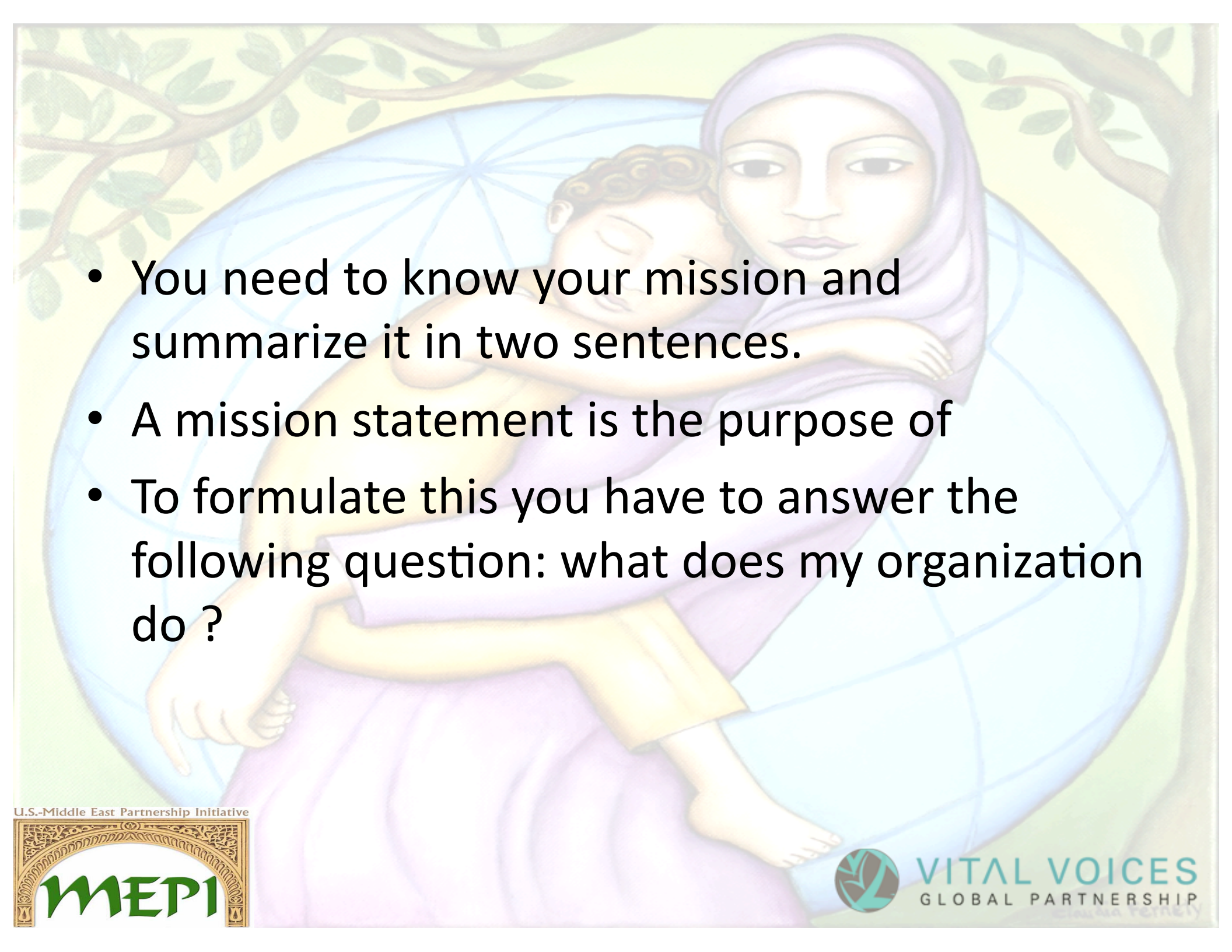
- Call the company and ask them for their guidelines for a giving program.
- Look on their web site
- Try to find out who is responsible for their sponsorship program.
- Email or call the person in charge to set an appointment.
- Ask other NGOs who were provided with funding and what approaches did they use with the company.
- Ask the company of a list of NGOs and projects they have supported in the past.

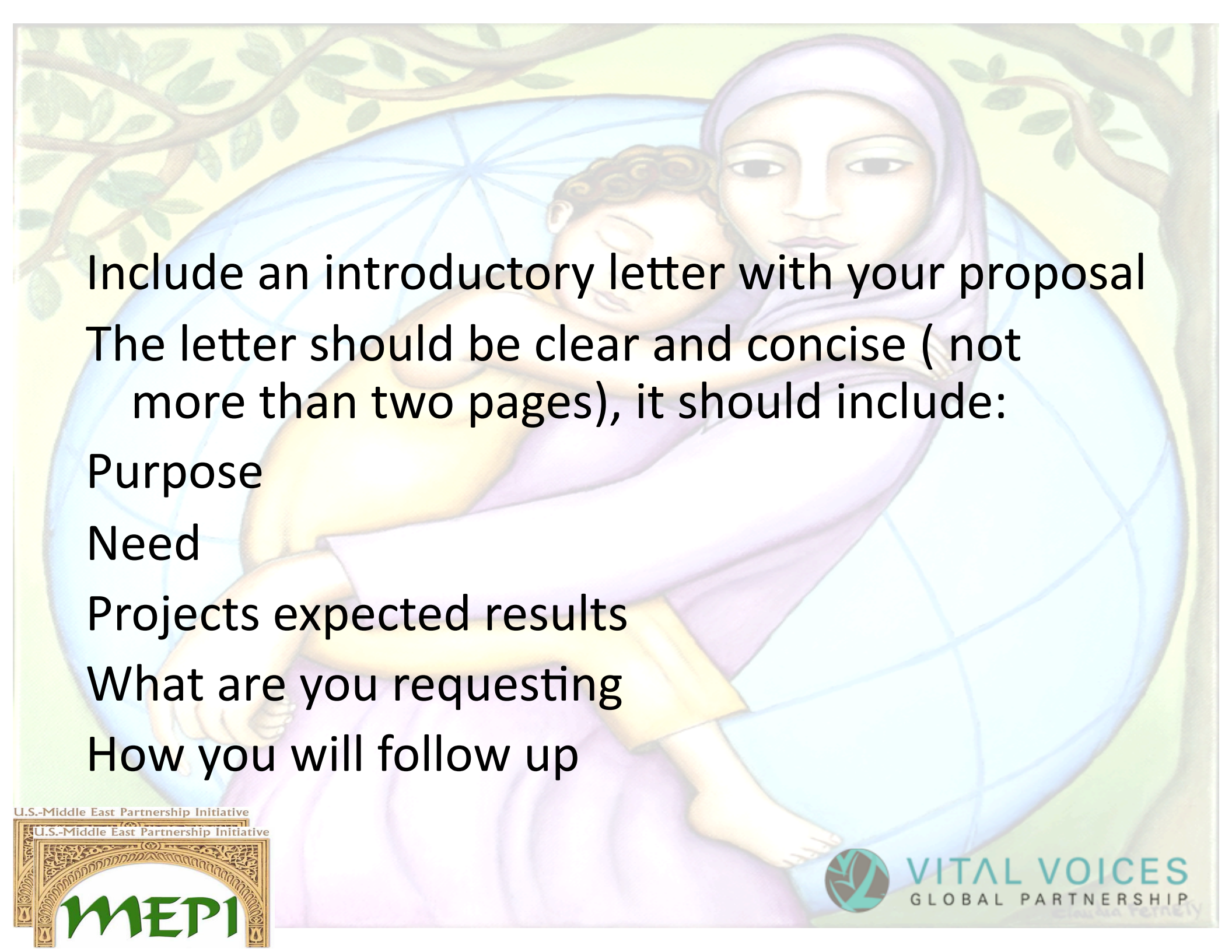
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- An illustration of a woman wearing a purple hijab and a purple dress, holding a sleeping child in her arms. They are positioned in front of a large, light blue globe with a grid pattern. The background is a soft green with stylized tree branches and leaves.
- Find out what sectors the company likes to fund
 - What is the average grant size
 - Find out if they give other than money (in-kind) , donation of time of their employees or expertise.

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- After your research is over you now can begin approaching the company.
 - Before requesting support you have to compile enough information about your NGO
 - Do you have brochures, annual report, audited financial statement, types of activities you do, evaluations of these activities, other donors who have funded you earlier.
 - Put together all these materials in neat package (make sure that they are concise: your annual report will do).

A company looking at a proposal wants to know the following :

- What is your organization trying to do
- How is your organizations structured, i.e. who is on the board or acting as an advisor
- What is the specific request

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- You need to know your mission and summarize it in two sentences.
 - A mission statement is the purpose of
 - To formulate this you have to answer the following question: what does my organization do ?

An illustration of a woman wearing a purple hijab and a purple dress, holding a sleeping child in her arms. They are positioned in front of a large, light blue globe. The background features stylized green leaves and brown tree branches. The overall tone is soft and nurturing.

Include an introductory letter with your proposal
The letter should be clear and concise (not
more than two pages), it should include:

Purpose

Need

Projects expected results

What are you requesting

How you will follow up

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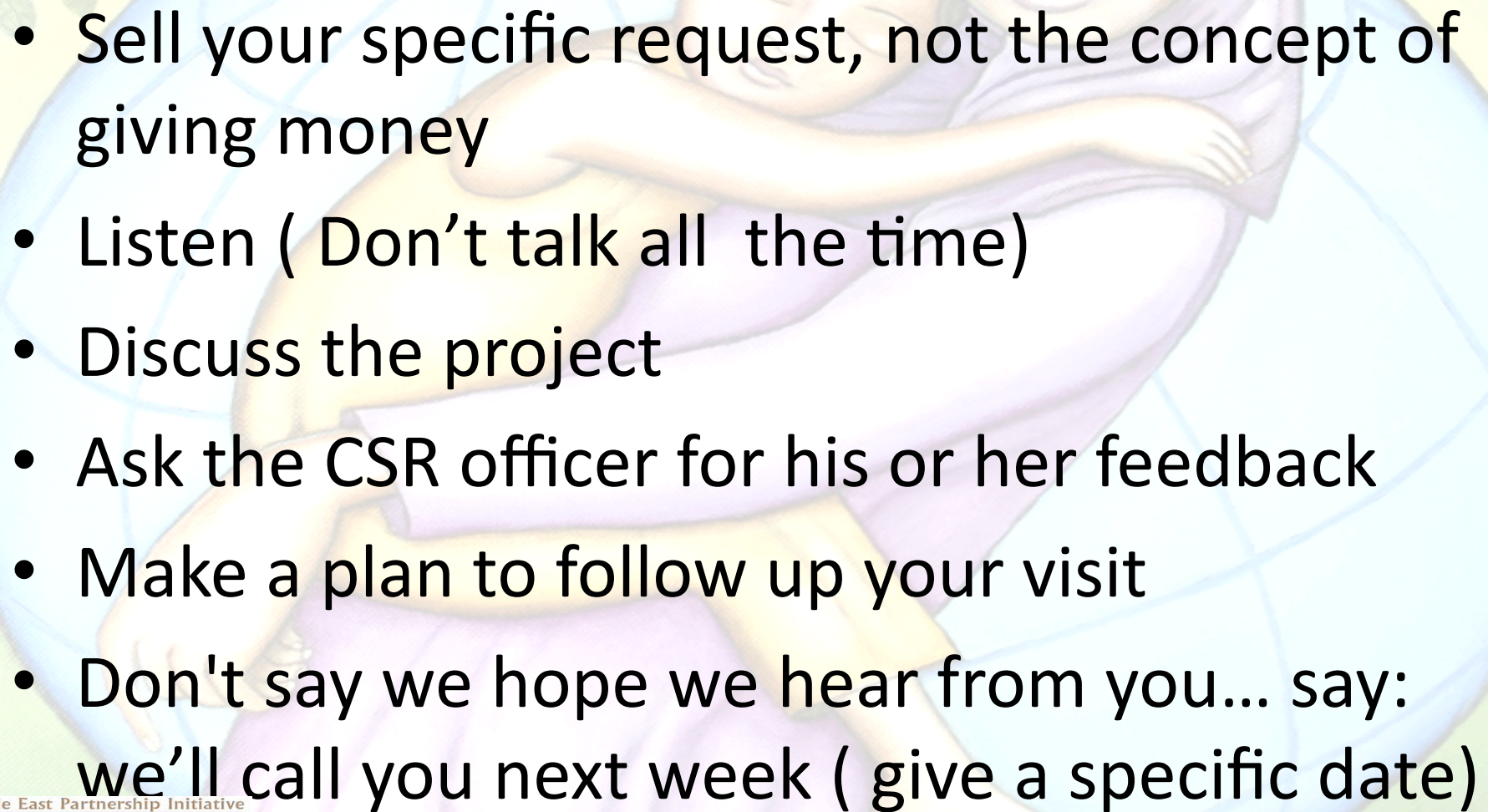
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Claudia Fennely

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- An illustration of a woman wearing a purple hijab and a purple dress, holding a sleeping child in her arms. They are positioned in front of a large, light blue globe. The background features stylized green leaves and brown tree branches. The overall scene is set against a light green background.
- Try to arrange a meeting with the person responsible for CSR to present your proposal
 - If possible bring a board member with you
 - Bring an information package with you
 - Be on time
 - Dress well (don't go in jeans and sandals)

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- Sell your specific request, not the concept of giving money
 - Listen (Don't talk all the time)
 - Discuss the project
 - Ask the CSR officer for his or her feedback
 - Make a plan to follow up your visit
 - Don't say we hope we hear from you... say: we'll call you next week (give a specific date)

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