FIVE THREATS TO CORPORATE PARTNERSHIPS IN 2020

Outpacing individual giving 5-to-1, Corporate giving in the U.S. has grown by 15% over the last 2 years, making it a more competitive marketplace for nonprofits to capture corporate funding than ever before.[1]

Moreso, a recent Accelerist study revealed that 78% of legacy brands have seen a decline in overall revenue in the last 12 months, with some having lost 40% of their existing corporate revenue in the last 12 – 24 months. There are many factors contributing to this partnership churn, and while you can't change things like turnover or stop a recession, you can guide the way your organization reacts to it and become immune to the threats.

01

Innovation

Companies are under enormous pressure to use new technologies to innovate, be more efficient and cushion profits. They will turn to their nonprofit partners for innovative solutions and opportunities.

02

Turnover

Corporate turnover is at an all-time high with the flush of Millennial employees, who remain with an employer an average of 2 years. A nonprofit's internal champion could change regularly.

03

Cause Refinement

Many companies are taking stands on social issues, and redefining what they support or refining the amount of nonprofit partnerships they have. They feel they can do more good using the Focus theory.

04

ESG Pressure

Public companies are feeling the pressure to report the impact they are having on community and all business units to their investors. ESG standard reporting is thorough and usually tied to the UN SDG goals.

05

Looming Recession

According to a report from the Associated Press, the United States may be in for a major recession in 2020. Companies may flatten or reduce what they perceive as ancillary budgets, and social impact may be victim.