

# PROFIT-PURPOSE PARTNERSHIPS: IN CRISIS & GROWTH

IMPACT

## Team

Feel disconnected & distracted  
Overwhelmed by personal & professional balance



Layoffs  
Change in goal-setting



Frustration with stagnation and the new normal



New needs  
Will crave stability



## Existing Partners

Decreased Activation  
Consumer donation campaigns lessen  
Promised assets are unfulfilled



Greater scrutiny for renewals  
Cause refinement  
Financial commitment pull back



Layoffs  
Flattened budgets



New ways of engaging with causes  
New expectations from nonprofits



## New Prospects

Paused or postponed conversations  
Distracted with other priorities  
Potential shift in donations to emergency relief



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New innovations that dictate partnership structure  
New Industries emerge for partnership



3/20

**TRIAGE**

**6 MONTHS**

9/20

**MAINTENANCE**

**12 MONTHS**

3/21

**MAINTENANCE**

**18 MONTHS**

9/21

**GROWTH**

**24 MONTHS**

3/22

OPPORTUNITY

## Team

More frequent team calls through video conference  
Use digital tools for daily levity, check-ins and humor  
Clear short-term goals and plans



Higher priority on partner retention  
Leverage new business staff to contribute to partner expansion revenue



Team roles become multi-functional, instead of specialists  
Maximize resources by using the Focus Theory, and technology



Recruit/Hire for growth and innovation  
Train your team for the new world of profit-purpose partnerships



## Existing Partners

Communicate weekly on what you're doing to support pandemic and how partners can help  
Reset incremental fundraising expectations  
Asset contingency plan



Create virtual volunteerism opportunities  
Increase digital assets  
Diversify how your existing partners support you  
Prove the ROI you deliver to partners



Think creatively and strive for innovation  
Develop new ways for partners to support your organization



Showcase early adopters of innovative partnerships, and leverage to expand partnerships with others



## New Prospects

Immediate call for support of restricted \$\$  
Target prospect industries with immediate growth opportunities like digital telecom, online retail, basic consumer staples



Target recession-proof/resistant prospects  
Strengthen your value proposition & differentiation from competitors



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Educate team on new industries  
Prepare team capacity for partner development growth

