

Corporate Philanthropy

Corporations today wear many hats when it comes to their philanthropic efforts, and their partnerships go beyond employees of the company or other internal groups. Whether it be fundraising through a cause marketing initiative with a nonprofit, facilitating in-kind donations to an area hit hard by a natural disaster, or contributing to a matching program for employee assistance, corporate philanthropy has expanded. With Blackbaud Corporate Solutions™, we're thinking about this evolving role of corporations in philanthropy and encouraging our customers to consider new ways they can be using technology to address some of these newer areas of focus. Here are three ways our solution can support your efforts that you may not have considered or thought possible!

In-Kind Donations or Other One-Off Funding Initiatives

After a natural disaster or catastrophic event, there is a lot of pressure for corporations to support the immediate needs of affected areas. These are one-off instances that probably are not a significant part of the planned giving budget. It is important to be able to track these events, though, so you're guaranteed to stay on budget. With software (vs. a spreadsheet), you can also take note of the impact of your efforts. Consider cash donations to local organizations, both immediately after an event and for long-term rebuilding. With Blackbaud Grantmaking™, it is easy to track these donations, and recipients can also use the system to share tangible results and outcomes that your donations are driving. This data and resulting takeaways may result in even more impactful efforts next time your organization responds to disaster relief. Plus, you'll have a great story for investors, who are demanding that corporations contribute to societal change.



Learn more about how Blackbaud can help with your corporate philanthropy.

[Learn more](#)

Corporate Sponsorships

Partnering with a nonprofit organization or aligning your company with a specific cause for fundraising purposes has numerous benefits. Primarily, you're helping to drive funds toward an important issue that can positively impact the lives of many (no matter what area of focus you choose). Your organization is also going to benefit from increased brand awareness and improved brand perception. Here's the catch, though: 76% of millennials will check to ensure that your organization is following through on its verbal commitments (2017 Cone CSR Survey). So, how can you ensure that you're choosing the right partners or causes for your organization, and that their mission and goals are aligned with yours? Build a dedicated team of stakeholders from across your organization that can evaluate prospective and current partners on set criteria. Blackbaud Grantmaking™ can facilitate that workflow, automatically notifying each stakeholder when a new partner is in the system and it is their turn to review. And use the system to track details of partnerships, such as agreements, specific projects, and events.



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Employee Fundraising

Whether it be for an employee assistance fund, a company-run event like a road race, an employee-advised fund, or a matching program to encourage further participation in an employee giving program, corporations have many demands when it comes to employee fundraising. To drive the highest participation rates among your employees, it is imperative that you're able to offer a crowdfunding platform for their use. Even better? Use a CRM tool like Raiser's Edge®, so you can keep a record of all employee donations to a campaign or advised fund, or contributions to an employee assistance fund if you have one. It makes matching initiatives seamless, and you'll be able to report on giving trends. This data can guide future initiatives by allowing you to target relevant fundraising events or opportunities to employees who have expressed interest in that area. 84% of millennials give to charitable organizations, more than Generation X and Baby Boomers (*The Next Generation of American Giving*, Blackbaud Institute). Addressing those needs can help fund crucial initiatives and also improve your retention rate, saving your organization money.

To learn more, visit blackbaud.com or contact your account representative.

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About Blackbaud

Leading uniquely at the intersection point of technology and social good, Blackbaud connects and empowers organizations to increase their impact through software, services, expertise, and data intelligence. We serve the entire social good community, which includes nonprofits, foundations, corporations, education institutions, healthcare institutions, and the individual change agents who support them.

