

6. The donor profile model

The tool

Profile of Sponsor X

Sponsor name:

Mailing address:

Phone/email:

Website:

Link to sponsorship guidelines (if they exist):

Contact name & position:

Contact phone:

Contact email:

Assistant name, email, phone (if it is the case):

Estimate capacity to give/year:

Matching ways:

1. Target Markets matching

Sponsor's target markets Customers Suppliers, distributors, business partners Employees Shareholders	Common target markets	Your organization's target markets / your project's target markets Clients Indirect clients Suppliers/partners

2. Objective matching

Sponsor's objective	Common objective	Your organization's objective / your project' objective

3. Value/attribute matching

Sponsor's attributes/values	Attributes/values of common interest	Your organization's attributes/values / your project' attributes/values

Marketing & development objectives for the next year (if you can find them):

Needs/wants/interests of the sponsors in getting involved in the community:

Previous sponsorships / precedents / sponsorship guidelines:

Exclusions (what the company will never sponsor or support, according to their sponsorship guidelines or according to other information sources you have):

Special emphases (other information you consider relevant to write down about the company):

Approval process - when & how:

Who can referral your organization to the company? Through what network can you reach the company?

The Donor profile explained

The first sections of the template of a donor profile are self-explanatory, but keep in mind that the most important information you need to have there is the contact details of a person from the company who could make the decision for making a gift or who could open the door to the decision-maker for your organization.

Estimate capacity to give during one year refers to the total amount of money the company can give from its profit to community causes. Usually this amount is defined by the fiscal code of a country, which sets the upper limit of the gifts, in order for the company to benefit from tax exemptions for these community good deeds. So, first, you need to check the legislation in your country regarding sponsorship, and then you need to check from public sources the amount of profit made by the company in the last year. For instance, in Romania, one company can give up to 0.5% of its turnover, being allowed to ask for tax exemption up to 20% of the taxes it pays on the profit obtained during one year.

The **matching ways** are the areas in which you could find common interests with the sponsor, and which you could use as leverage in designing the project, in developing your pitch to the sponsor, and in enhancing the collaboration with the business. There are three such areas:

“Target market - this refers to the profiles of the customers the company targets, the customers of your organization and the customers targeted by the project you want to develop in partnership with the company; think about current and potential customers, new segments of customers, but also think about internal “customers” (profiles of the employees of the company, shareholders) and intermediary customers (suppliers, distribution partners, etc.). More customers you have in common, the more chances you have to establish a partnership with the company.

“Objective” - this refers to your organization and the company’s general objectives in regards to the involvement in the community; sharing objectives will give you an advantage in gaining the company’s support; for instance, your organization and the company could share a goal such as “promoting good nutrition to teenagers”, or the goals could be complementary.

“Value/attribute” - this means that your customers and company’s customers, or your organization’s projects and the company’s products or services share the same values or attributes, such as “innovative”, “modern”, “sustainable”, etc. (“attribute equals attribute” principle); or it could mean that the company’s attribute solve your customers’ attribute (“sponsor attribute solves sponsee attribute” principle) - for instance, the young people you serve needs to get relevant work experiences, and then a company that has internship programs could be a good sponsor of your projects.

If you can find common target markets, objectives and values or attributes with the sponsor, then your proposal is a perfect match for the company’s support. It is hard to find common things in all the three areas, and sometimes even one match can be enough for developing a partnership, still common interests should be found at least in one area to be able to start a collaboration with the company.

Marketing & development objectives for the next year. It will be great if you can find out about the company's plan for marketing, in order to better establish the future matching ways between your organization and the sponsor. Questions you can think of: Do they target new customers segment, more customers? Do they want to promote themselves with new attributes and values? How do they want to build their brand?

Needs/wants/interests of the sponsors in getting involved in the community. What exactly does the company want to achieve through the community projects it supports? More visibility? Business network? Employees' loyalty? Customers' loyalty?

Previous sponsorships / precedents /sponsorship guidelines; Exclusions; Special emphases. What kind of sponsorships did the company provided before, to you or to other organizations? Think of what kind of support the sponsor provided, how much it provided, in which way, for what kind of projects or activities, etc. If the company has public sponsorship guidelines, summarize them here focusing on the rules and principles that are relevant for your proposal. The same guidelines can provide you with information on "exclusions" - what the company will never sponsor or support; for instance, some companies will never give support to individual cases or for some topics which they consider are already covered by the government or other private donors. Then, in the "special emphases" section add other information you consider relevant to write down about the company, such as new product launches, new services being provided, a new slogan, their competitive situation, new decision makers, new merge, etc.

Approval process - when & how. Make notes here on when it is recommended to send a proposal or a request to the sponsor, or if there is already an established submission process. You are also interested in how and who is making the sponsorship decisions.

Who can referral your organization to the company? Through what network can you reach the company? Write down the person that is close to your organization and who can introduce you or who can vouch for your organization. Include contact details, and how the person could actually be requested to help you.

How to use the donor profile?

This profile structure of your potential sponsor helps you to systematize your research on essential information you need to know about a company, before going to ask for its support. The information you collect helps you:

- To know better the company and understands its motivation and interest to get involved in the community;
- To better design your request of support or your projects ideas in which you want the company as your partner;
- To better plan the request process (the solicitation plan) and the meetings with the potential sponsor;
- To identify and find a way of connection with the decision makers from the company;
- To better estimate the type of support and the amount of support the company can provide;
- To find better ways of building the relationship with the company.

This model of the donor profile was developed using relevant information from Kim Skildum-Reid & Anne-Marie Grey, [The Sponsorship Seeker's Toolkit](#), Fourth Edition, McGraw-Hill Education, 2014.