

# Case Study:

## Securing and Retaining Sponsors for GreenSteps Foundation

### Introduction

GreenSteps Foundation is a small non-profit organization based in Somerset, NJ, focusing on community-based environmental conservation efforts. Founded in 2012, the organization struggled to secure sponsors in its early years. This case study explores how GreenSteps successfully secured its first sponsor in 2019 and retained them for the subsequent year.

### Background

GreenSteps Foundation was created to involve the local community in environmental conservation efforts, such as tree planting, community cleanups, and educational programs. Despite their impactful work, the organization relied heavily on donations and volunteer efforts, as they had never secured a corporate sponsor.

### Challenge

By 2018, GreenSteps Foundation realized that to scale its efforts and make a more significant impact, it needed additional funding. They aimed to secure a corporate sponsor but lacked experience and knowledge in attracting sponsors.

### Actions Taken

#### Research and Identifying Potential Sponsors

The team at GreenSteps Foundation began by researching potential sponsors. They identified local businesses and corporations with a history of supporting environmental causes or with Corporate Social Responsibility (CSR) programs aligned with environmental sustainability.

#### Developing a Sponsorship Package

Understanding the need to offer value to potential sponsors, GreenSteps Foundation developed a sponsorship package. The package outlined different sponsorship levels, with benefits including logo placement on promotional materials, mentions in press releases, and opportunities for employee engagement in conservation activities.

### Personalized Outreach

GreenSteps Foundation approached potential sponsors through personalized emails and letters. They highlighted the alignment between the sponsor's values and GreenSteps' mission. One of the companies they reached out to was EcoFriendly Corp, a local business specializing in sustainable products.

### Networking and Building Relationships

GreenSteps Foundation representatives attended local business events and actively networked with attendees, including representatives from EcoFriendly Corp. They shared success stories and discussed how partnering could create positive change in the community.

### Tailoring the Proposal

After expressing initial interest, EcoFriendly Corp wanted to involve its employees in conservation activities. GreenSteps Foundation tailored its sponsorship proposal to include employee engagement opportunities.

## **Results**

### Securing the Sponsor

In early 2019, EcoFriendly Corp agreed to become the first corporate sponsor of GreenSteps Foundation. They sponsored a community tree-planting event, which was a resounding success. EcoFriendly Corp's employees participated in the event, and the company received positive media coverage.

### Retaining the Sponsor

Impressed by the positive impact and employee engagement, EcoFriendly Corp expressed interest in continuing the partnership. GreenSteps Foundation worked closely with them to plan future events and engagement opportunities.

## Conclusion

In 2020, EcoFriendly Corp returned as a sponsor for GreenSteps Foundation, solidifying an ongoing partnership. This case study illustrates the importance of research, personalized outreach, and building relationships in securing and retaining sponsors. GreenSteps Foundation's success in securing its first sponsor was pivotal in enabling them to grow and make a more significant impact in environmental conservation within their community.

**Disclaimer:** *This case study is based on a fictional nonprofit organization, which we've named for illustrative purposes. It's important to note that while the organization does not exist, the scenarios, challenges, and strategies presented in this case study are based on actual experiences from various nonprofit organizations. Our intent is to present a composite and realistic portrayal of the issues nonprofits face and the possible strategies they might employ, rather than to mislead or inaccurately represent any single, specific organization. Any similarity to real organizations is coincidental and unintentional.*

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