

Pitching for Partnerships: How do Heritage Organizations Find Sponsors?

Session 4B: “Challenges for the Heritage Movement”
National Heritage Summit, Heritage Canada Foundation

Montreal, October 12, 2012
Judy Oberlander and Associates Inc.

Got a Vision? To go from here to.....



...to here! Find partners and realize your vision



Consider.....

- Is it a “pitch” or an “invitation” for a sponsor?
- What signals are you sending and receiving?
- What are you offering your sponsors?
- What are your sponsors looking for?
- Let’s remember that the heritage, arts & culture + museum communities compete with every disease, natural disaster, social service cause and environmental issue...
- We need to be very creative and compelling

A sponsorship is defined as:

“a marketing strategy in which an individual or organization (the sponsor) invests cash, goods or services in another organization (the property) to gain access to specific assets (such as the non profits members) that are expected to improve the sponsor’s investments”

Made Possible By Succeeding With Sponsorship: A Book for Non Profits by Patricia Martin, John Wiley & Sons, 2004

Cause-Related Marketing: The Statue of Liberty and American Express



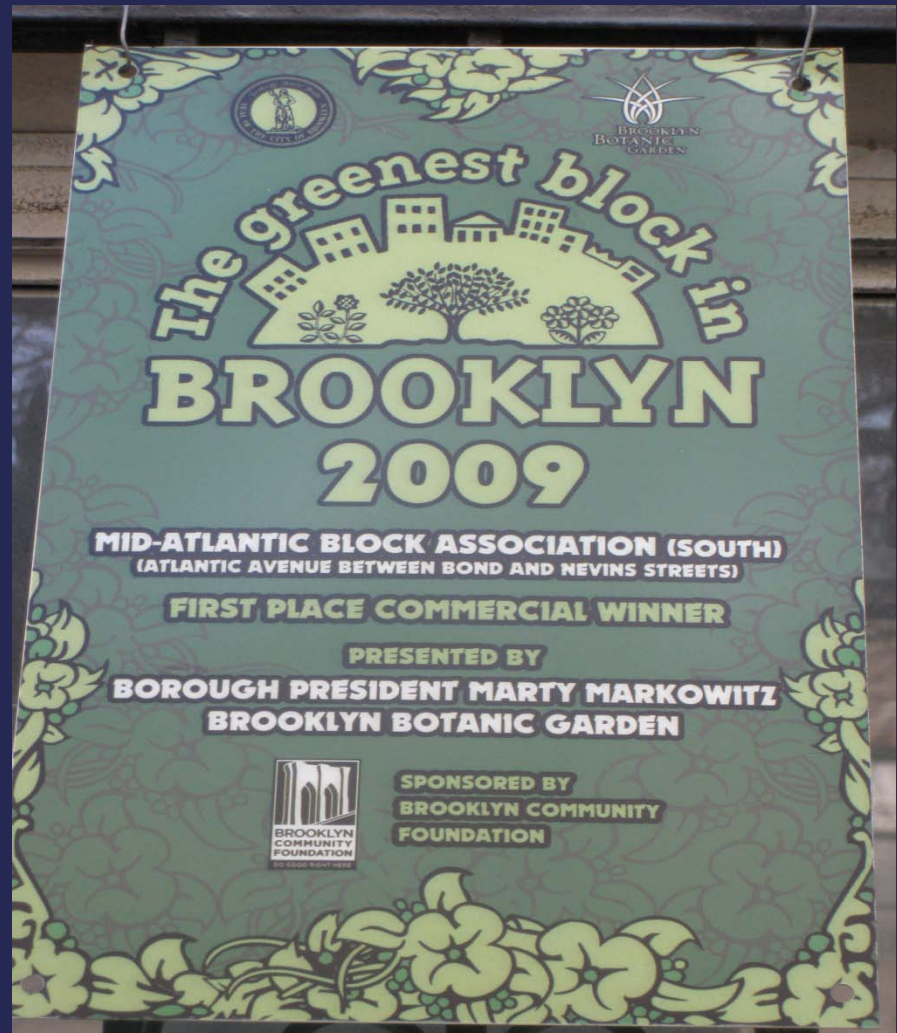
Cause-Related Marketing Campaign

- In 1983, American Express led a cause-related campaign for the preservation of the Statue of Liberty + Ellis Island
- One cent for each credit card use; \$1 for each new card
- Result for the cause: \$1.7 million raised in four months
- Result for American Express:
 - 17% increase in new cardholders
 - 28% increase in transactions
- A message to customers, shareholders, + employees:
a commitment to community philanthropy
- For American Express, this contributed to their international profile as a corporate leader in support of “preserving and sustaining unique historic places”

Six Key Ingredients for Sponsorships:

- Know your organization + your audience
- Develop your pitch (on and offline)
- Share your organization's story
- Research what is important to your sponsor(s)
- Build relationships + creative partnerships
- Continue to keep sponsors engaged and informed after the agreement is signed

1. Engage Your Audience



2. Develop Your Pitch

- Focus on a specific idea or project
- Use stories to create an emotional connection
- Keep the message simple
- Make it memorable
- Create an “elevator pitch”
- Align the medium and the message

3. Share Your Organization's Story

- Share what you are doing
- Make a personal connection with your sponsors and partners
- Real people doing real things to improve the world

Have a Champion: Bette Midler, Founder, New York Restoration Project

About NYRP

NYC Parks & Gardens

Greening & Sustainability

Kids, Parents & Teachers

Calendar & Programs

Donate & Membership



Bette Midler, Founder
New York
Restoration Project

DONATE TODAY

SIGN-UP FOR NEWS

BUY AN NYC TREE

VOLUNTEER

VISIT OUR RESTAURANT

[VIEW PHOTO GALLERY](#)



HULAWEEN 2012



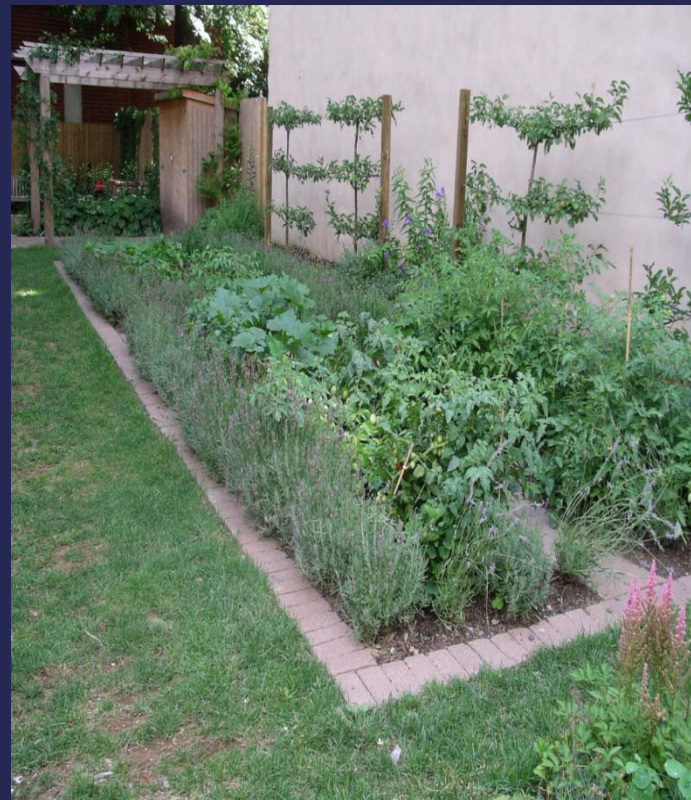
LIGHTHOUSE FESTIVAL



MILLIONTREESNYC

Leadership + Private Philanthropy + Public Partnerships = Non Profit Success

Two private donors, Linda Allard and Herbert Gallen + the
Environment Protection Fund and the New York State Office of Parks,
Recreation and Historic Preservation



Make it Personal: The Campaign for Canterbury Cathedral



**I LOVE
MY CATHEDRAL
BECAUSE...**

*...when I work with the
stone, I continue the
tradition of generations
of stonemasons. I add my
part to the Cathedral's
magnificent story...*

Heather Newton
HEATHER NEWTON
HEAD OF STONE CONSERVATION

Stone Conservation

£16 million is needed to conserve the Cathedral's stone. All work is carried out by our own team of stonemasons using a blend of modern and medieval techniques. Some stonework encountered is beyond repair and is being replaced. Our stonemasons hand-finish every stone, using traditional tools.

4. What is important to your sponsors? These are the values of which corporations?

- “doing good work where we work”
- “giving people access to a better life. One community at a time”
- “preserving and sustaining unique historic places for the future”
- “sharing our time, knowledge and resources to support affordable housing and build strong communities for Canadians in need”

Match values with your sponsors

- Toyota
- Walmart
- American Express
- Home Depot Canada Foundation

5. Build Relationships in Your Community



6. Continue to keep sponsors engaged and informed + highlight your partners

Board and Staff

Blog

Partners

- CORPORATE PARTNERS
- PUBLIC AND NON-PROFIT PARTNERS

Job Opportunities

Americorps Service

Volunteer Opportunities

New Leaf Restaurant & Bar

Media Resources

Financials

Home

Join Bette in greening New York City parks and gardens!



Partners



PARTNERS

Since its founding in 1995, New York Restoration Project (NYRP) has relied – and thrived – on the support and collaboration of partners to achieve our goals. From the beginning, when Founder Bette Midler recruited friends and neighbors to help clean up local parks or joined with like-minded organizations to save community gardens, working with others has been at the very root of NYRP’s existence. Even today, nothing we do, we do alone.

Whether an individual, neighborhood group, educational institution, the philanthropic sector, corporate America, or a public or governmental agency – partners provide NYRP with the resources, insight and inspiration to implement a ever-growing agenda of projects, large and small. We are nothing without the help others and, together, we have accomplished remarkable things by bringing many voices and perspectives to the table.



New Yorkers dig in by volunteering to plant trees at a New York City Housing development.

NYRP’s friends and partners have played a vital role in transforming our once grass-roots organization into one of New York City’s respected green non-profits. And now, more than ever, working together is critical to NYRP’s mission to achieve a greater, greener New York City. The challenges are real, but success

attainable – so long as we continue to have the support and input of those who share our vision. NYRP invites all who view the restoration and beautification of open space as a means to stimulate economic development, enhance public health and promote environmental stewardship and responsibility throughout the city to join us, and we acknowledge and applaud those who have already done so.

“We are so proud to be partners with New York Restoration Project. Through our involvement with the development of The Toyota Children’s Learning Garden and MillionTreesNYC, we are constantly impressed with the vision, passion and drive of NYRP. The people of NYRP help make the city we all love greener, cleaner and even more beautiful.”

PAT PINEDA
TOYOTA MOTORS NORTH AMERICA

Rethinking our “pitches”

‘It was the revolutionary fundraising model that swept Barack Obama to power – and it could help arts bodies in Britain stay in business.’

Crowdfunding *for the Arts, Cultural and Creative sector*

HI-ARTS


HIE
Highlands and Islands Enterprise
Iomairt na Gàidhealtachd 's nan Eilean

Supporting
*Year of Creative
Scotland 2012*

What is Crowdfunding?

www.whatis.techtarget.com

- funding a project with relatively modest contributions from a large group of individuals, rather than seeking substantial sums from a small number of investors. The funding campaign and transactions are typically conducted online through dedicated crowdfunding sites, often in conjunction with social networking sites.

A successful crowdfunding campaign: the Tesla Science Museum

- A non-profit, the Tesla Science Museum, wanted to purchase the property where Nikola Tesla worked: the inventor of neon + fluorescent lighting, AC electric currents, radio tubes
- The land and laboratory building, designed by Stanford White, in Shoreham, NY were for sale since 2009
- The property was listed at \$1.6 million and the non-profit engineered a matching grant from New York State of \$850k
- **Matthew Inman, Creator of *The Oatmeal* comic website, launched an online fundraising campaign for the museum and raised \$1,370,511 with over 30,000 donors in six weeks**
- Tesla Science Museum + The Oatmeal.com + IndieGoGo.com



Maxine Hicks for The New York Times

The only surviving former workshop of the inventor Nikola Tesla sits on 16 acres in Shoreham.

The Oatmeal

<http://theoatmeal.com/comics/tesla>

The Oatmeal 

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↳

Book
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Quizzes

Blog

Shop

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Why
Nikola Tesla
was the greatest geek
who ever lived.

The Oatmeal <http://theoatmeal.com>

Geeks stay up all night disassembling the world
so that they can put it back together with new features.

With 58 hours left.....



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Let's Build a Goddamn Tesla Museum

We're trying to raise money to buy back Nikola Tesla's old laboratory, known as the Wardencliffe Tower, and eventually turn it into a museum.

Team:



[see more »](#)

Location: Shoreham, New York, United States

Category: Technology

[Campaign Home](#)

[Updates / 12](#)

[Comments / 11211](#)

[Funders / 32378](#)

[Gallery / 4](#)



\$1,337,328

Raised of \$850,000 Goal

58 hours left

Flexible Funding campaign

This campaign will receive all of the funds contributed by Sat Sep 29 at 11:59PM PT.

[CONTRIBUTE NOW ▶](#)

Crowdfunding for the Tesla Museum: Keeping People Informed

 **indiegogo, The Oatmeal, and Nikola Tesla**

Geeks need less than a week to build a goddamn museum

At a Glance

\$873k

Total Raised*

This now unlocks a matching grant from the state of New York for \$850,000.

20k

People Contributed

It took 22,000 people (and 1,000 elephants) 22 years to build the Taj Mahal.

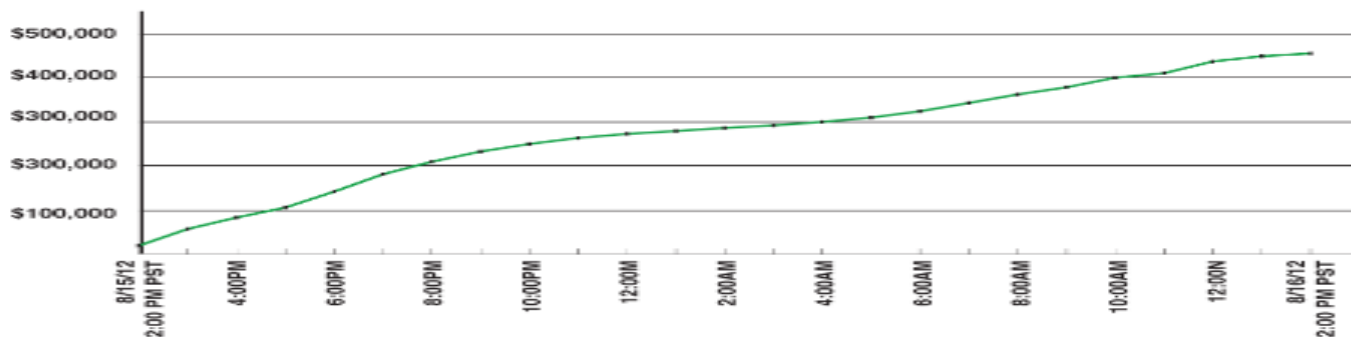
102

Countries Contributed

The sum of 19, 23, 29, and 31 — consecutive prime numbers.

How fast did this all happen?

Over \$450,000 was raised in the first 24 hours.



Analyzing data in real time: How much are people contributing?

How much are people contributing?

\$25

**Most Frequent
Contribution Amount**

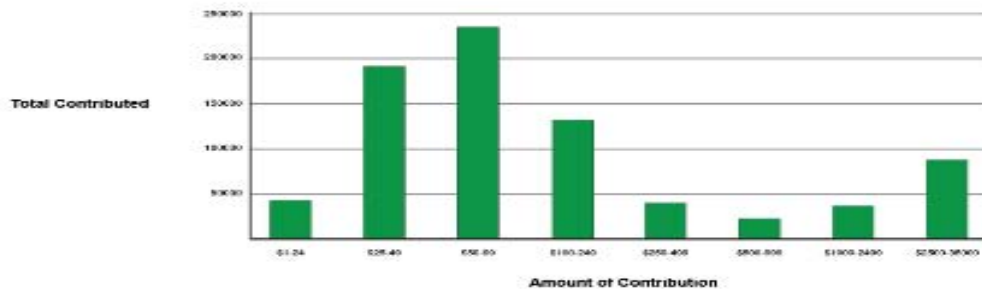
\$41

**Average Contribution
Amount**

\$35,000

**Largest Single
Contribution Amount**

Geeking out over \$25 and \$50 dollar perks...



92% were under \$100



67% were under \$50



30% were under \$25

The Pitch + Campaign Synopsis:

www.indiegogo.com/teslamuseum



Share This Campaign:

<http://igg.me/p/204900>

Add to Favorites

Like 34

Tweet 7,142

+1 2.1k

EMBED

EMAIL



Nikola Tesla was the father of the electric age. Despite having drop-kicked humanity into a second industrial revolution, up until recently he's been an unsung hero in history books. If you don't know who Tesla is, go [read this](#).

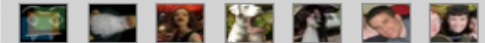
Tesla's final laboratory is located in the sleepy town of Shoreham, New York. It's known as Wardenclyffe and it's where Tesla attempted to build a tower that would provide free wireless energy to the entire earth. Unfortunately, Tesla lost his funding before the project was completed and in 1917 the Wardenclyffe tower was demolished. Subsequently, the land was sold to a film and paper manufacturer.

However, the land, laboratory, and foundation beneath the tower are still there and very recently went up for sale. And right now a non-profit is trying to buy the property and turn it into a Nikola Tesla Museum. The property is listed at \$1.6 million, and this non-profit has received a matching grant from New York State of up to \$850k. This means that **if we can raise \$850k, New York State will match us for that same amount -- putting the total raised at \$1.7 million.**

There is currently another offer on the table from someone who wants to purchase the property potentially tear it down or turn it into a retail establishment. There is no Tesla museum in the United

Tesla loves the number 3

And if you donate \$3, Tesla will love you too. If he were alive today he'd totally high-five you and compliment your haircut and/or mustache.

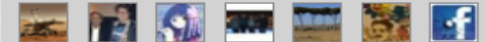


5393 Claimed

\$25

Glossy Tesla Photo

An 8X10 portrait of Nikola Tesla, printed with a glossy finish.



891 Claimed

\$33

Tesla > Edison bumper sticker

Donating \$33 will get you a "Tesla greater than Edison" bumper sticker: <http://is.gd/GQTCGj>



5440 Claimed

Tesla Science Centre at Warendclyffe:

www.teslasciencecenter.org



The banner features a dark background with a large, stylized Tesla coil in the center. To the left, there is a black and white photograph of Nikola Tesla looking at a large, circular, grid-like structure. To the right, another black and white photograph shows Tesla in a suit, looking thoughtful with his hand to his chin. The text 'TESLA SCIENCE CENTER AT WARDENCLYFFE' is prominently displayed in white, bold, sans-serif font across the top. Below this, a central white box contains the headline 'CAMPAIGN TO SAVE WARDENCLYFFE RAISED \$1,370,511!' and a paragraph of text thanking donors. To the right of this box are social media icons for Facebook, Twitter, and RSS, followed by a large 'DONATE' button and a 'BECOME A MEMBER' button. Below these are two tweets from 'teslascience' with their respective text and engagement metrics. At the bottom center, there is a small red and black logo for 'PSA'.

TESLA SCIENCE CENTER AT WARDENCLYFFE

HOME
ABOUT
NEWS & EVENTS
NEWS ARCHIVE
WARDENCLYFFE
LINKS & RESOURCES
CONTACT
PHOTO GALLERIES
UPCOMING EVENTS

CAMPAIGN TO SAVE WARDENCLYFFE RAISED \$1,370,511!

Thank you all for your generous support! Matthew Inman (TheOatmeal.com), IndieGoGo.com, Joe Sikorski and friends (FragmentsFromOlympus.com), Dusan Stojanovic (TrueGlobalVentures.com), Greg Tally (Best Western Denver Southwest), and other distinguished donors (you know who you are), you are our heroes! (See the final results [here](#).)

Within the first week we reached the primary goal of \$850,000 needed to access the full amount of the

PSA

Facebook Twitter RSS

DONATE

BECOME A MEMBER

TSC ON twitter

teslascience [newsday.com/long-island/to... fb.me/1kt3ghgw](https://www.facebook.com/teslascience)
12 hours ago · reply · retweet · favorite

teslascience Update and press release about the Indiegogo campaign on our website in the News & Events section. Read it at TeslaScienceCenter.org
6 days ago · reply · retweet · favorite

teslascience Thank you to our friends at Fragments From Olympus for so many things! Your big contribution of course.

Crowdfund News

www.crowdfundingnews.com/

Five tips when considering crowdfunding to finance your next “big idea”:

- Clearly establish + understand the process through which financing can be secured
- Be specific about the project + your needs
- Establish a deadline for support
- Create a rewards system
- Provide updates and feedback

Changes are all around us



Move with the times: Take a 360 degree look

- Look inside your own organization
- What is your value proposition?
- Are you connecting sponsors with a new market?
- What project will you “pitch”?
- To whom will you pitch it? A marketing department or a corporate social responsibility team?
- How will you make it emotionally compelling?
- Via what media—in person or online?
- When and how will you close the “deal”?
- How will you recognize and keep your sponsors?
- Look in new places to find creative partners
-good luck and timing are key

Pitch to your partners—
are they here?

