

# Corporate Business Practices That Nonprofits Should Be Replicating For Good



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## About

### EVERYACTION

EveryAction is a unified platform offering best-in-class CRM tools for nonprofits. Our digital, fundraising, and organizing tools are sophisticated and innovative enough to help large organizations with millions of supporters raise hundreds of millions of dollars and wage national organizing campaigns. Our tools are easy to use, built with best-practices in mind that will improve your outcomes regardless of size. We offer world-class phone and email support, free trainings, and no-hassle on-boarding.

### CORPORATE GIVING CONNECTION

Corporate Giving Connection is a full service development, marketing, and corporate social responsibility consulting firm focusing on strategic planning and implementation for your nonprofit organization or corporation. Our goal is to provide modern, proven solutions that deal with the challenges affecting both fundraising and corporate giving efforts. We work hand in hand with your nonprofit organization or corporation to identify opportunities and remove obstacles.

We partner with nonprofit organizations to become a fully integrated part of your team offering development and marketing experience and solutions that further your mission and accomplish both your short-term and your long-term goals. From board management, event production, and sponsorship presentations to website development, social media, email plan execution, and so much more, CGC has experts at the ready to help.

We partner with corporations to develop a corporate social responsibility program from scratch or to add value to an existing program. We believe that successful companies in the 21st century must be socially responsible to appeal to the new generation of consumers and employees. Not only will we match you with an appropriate philanthropic cause, but we'll also work with you and your team to promote your efforts in a way that will ultimately pay off for both the cause and your corporation.

**CGC EXPLAINED**

In many key areas, nonprofits are completely different from corporations. Nonprofits are mission-driven, and exist to further social good rather than being concerned with generating revenue. With very different goals come different business practices and tactics for achieving desired outcomes, but that doesn't mean that the two sectors have nothing to learn from each other.

Similarly to any business, nonprofits seek to use resources efficiently and maximize the impact created by their expenditures. Nonprofits evaluate the return on their investments when it comes to technology, marketing, and overhead costs in a similar way to corporations, and craft strategic plans to achieve their goals within time and budgetary constraints.

This report outlines three key areas in which nonprofits can utilize corporate business practices to maximize their fundraising, communication, and impact on the world.

# Strategic Planning

Nonprofits should think strategically like any other successful business. This means they should be consistently looking to innovate the implementation of their mission and involve their donor base in ways that drive engagement. The most common mistake is that nonprofits don't always seek the help they need, so they require valuable internal team members to wear too many hats which can slow down their growth and the impact of their mission.

This is especially important when it comes to technology and tools. Nonprofits should enthusiastically embrace new technology. For example, the new crowdfunding platforms can be an amazing tool for nonprofits. Organizations with a potential for large amount of individual donors that they can reach through communication efforts often remain untapped. Also, nonprofits should market themselves more like for-profit companies. There's not much difference between marketing a product and marketing a mission. When considering investments in new tools or tactics, nonprofits should approach decisions from a business mindset that evaluates them based on running tests, evaluating the results, and determining their return on investment for the organization.



# Digitizing Project Management

Project management is the use of specific processes, methods, and skills to coordinate multiple facets of a task in order to facilitate completion within a set budget and timeline. Project management works to establish that all players and moving parts of a project are working in conjunction and ensures that the goals of the project are successfully met.

In most of the corporate world, project management is a given, not an option, with many companies employing project managers specifically to oversee the completion of key deliverables. In the nonprofit world, project management is more likely to be treated as optional or unimportant, despite the many similarities between the processes of executing a nonprofit campaign and a corporate project.

Nonprofits can benefit from many of the same digital tools that corporations use to streamline and clarify project management, especially because many of them are free or offer free versions, making them accessible to even smaller organizations.

When beginning to digitize project management at an organization, it's important to look for cloud-based solutions, which will store data and information in a centralized location that everyone can access, regardless of time or location. The three pillars of digital project management are:

- 1 **A PRODUCTIVITY SUITE**
- 2 **A PROJECT MANAGEMENT SYSTEM**
- 3 **A COMMUNICATION TOOL**

The two most common productivity suites are Google's G Suite, and Microsoft Office. Both of these tool sets include the ability to create shared calendars, word processing documents, spreadsheets, file folders, and more. Using a shared, cloud-based suite of tools increases productivity by facilitating the ease of sharing information and collaborating on projects in real time, breaking down barriers between employees and teams involved.

Project management tools aid teams in organizing and assigning tasks, tracking deadlines, and documenting and evaluating work. There are a wide variety of project management tools available to nonprofits; a few of the most common include Asana, Basecamp, and Trello, all of which offer different interfaces for achieving these goals.

Finally, a communication tool that allows users to easily maintain both one-on-one, small group, and larger group communication is extremely useful for streamlining conversations and avoiding long and clunky email chains. Options like Slack, Microsoft Teams, and Skype for Business all offer solutions for allowing quick and clear communication and collaboration.

## Utilizing Cutting-Edge Marketing Technology

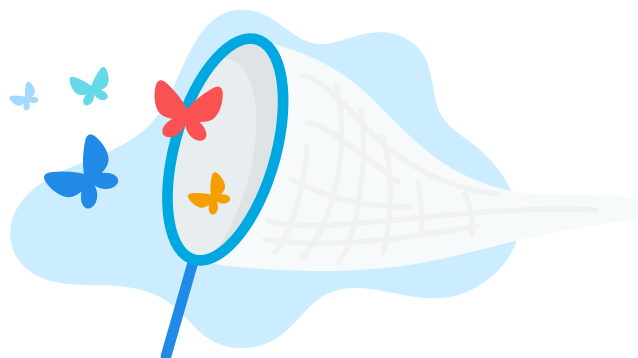
Businesses promote themselves and expand their customer bases through data-driven digital marketing, and many of these practices are setting the standard for the type of communication that donors also expect from nonprofits.

You can likely recall the last time that you added an item to your shopping cart on your favorite website and forgot about it, only to see an ad for that product on the next website that you visit. When you receive emails about sales or new products from online stores that you shop at, you likely don't even notice that the content is tailored to your shopping preferences—highlighting men's or women's clothes, for example, or promoting specials on products often purchased by shoppers who have bought similar items in the past. You probably expect constant communication when you order something online—an immediately emailed receipt, an acknowledgment when the product has shipped, and probably a follow-up in a week or two asking how your experience was. All of this is possible because the company has stored data regarding your previous interactions, and targeted you with personalized communication.

### Nonprofits can replicate these best practices by:

#### 1 COLLECTING DATA ON DONORS AND SUPPORTERS

Your nonprofit CRM provides a wealth of knowledge about the way your donors interact with you, such as how often and how much they give, and what type of campaigns are most appealing to them. The ability to apply codes to their profiles and filter based on this information means that collecting more data through surveys or other questions can also be utilized in order to gain a better understanding of their personalities and communication preferences.



#### 2 SEGMENTING LISTS

Collecting data is a useless task if that information is never used to inform actions. Segmenting lists to narrow your audience based on shared identities means that you can more directly target the groups of supporters you address. Emailing a segmented list will often yield better results than simply relying on mass communications, because supporters are more likely to read and respond to content that feels uniquely geared toward their interests.



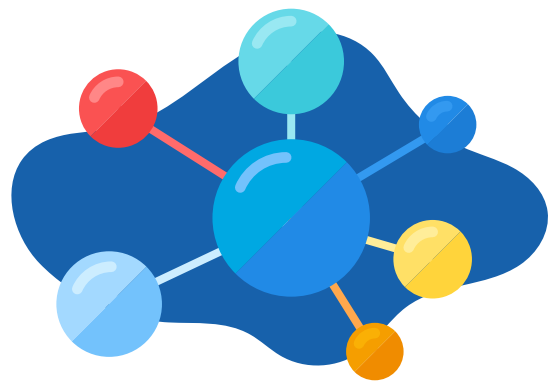
### 3 PROVIDING PERSONALIZED CONTENT

Once your list has been segmented, communicate with them using content specifically geared toward their unique interests. Personalized content shows supporters that your organization cares about their individual investment in your work and is often better received than mass emails with broad appeal.



### 4 AUTOMATING COMMUNICATIONS

Providing personalized content to multiple segmented groups of people can quickly become an overwhelming task. Luckily, with automated workflows, this process no longer requires an excess amount of staff time sending multiple emails. Automated communication means that various actions taken by a donor can trigger a series of branched and timed responses, without any prompting from a staff member.



### 5 TESTING AND ADAPTING

Testing is the most effective way to gauge which communication tactics are and aren't successful. Testing subject lines, form layout, and other content adjustments allows you to find the specific types of messaging that resonates with your audience (and audience sub-groups), and tailor your digital communication for maximum effectiveness.

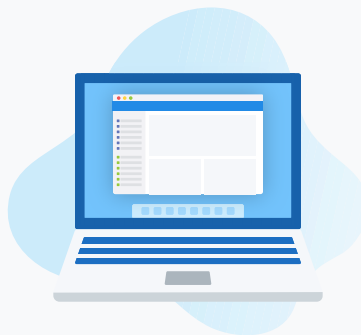




Whether you're a nonprofit in need of marketing and development consulting services, or a corporation looking to develop and market a corporate social responsibility program, we've got the right set of consulting services and the right execution team for you!

GET STARTED

CLIENT TESTIMONIALS

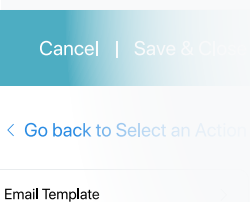
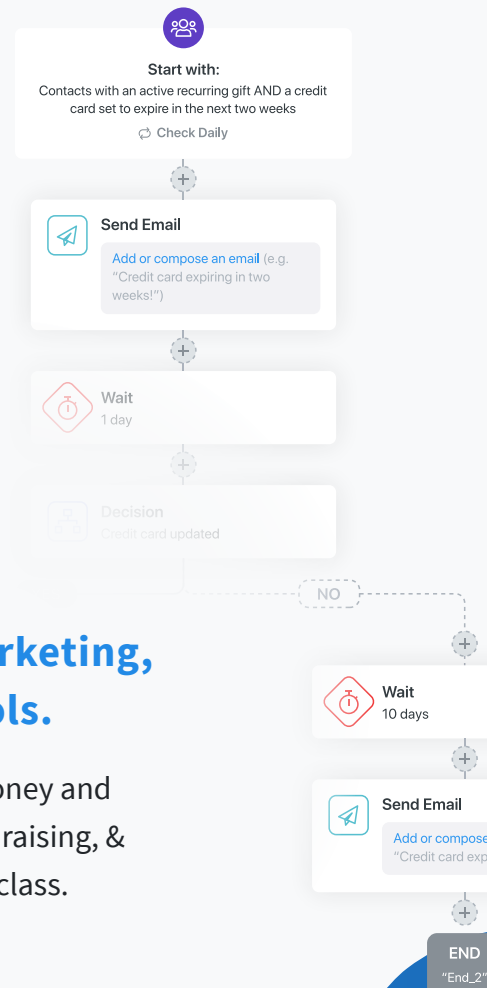


**everyaction**

## A Nonprofit CRM with corporate-level marketing, fundraising, and communication tools.

With EveryAction, nonprofits of all sizes can raise more money and maximize their impact in real time. In fact, our Digital, Fundraising, & Organizing tools have been routinely hailed as best-in-class.

GET A DEMO



### Settings

Prototype in Progress

What will be included here:

Select a Saved Search to "CAL on"

**Note:** Resulting branches are always binary (Checking whether the contract is a member of the CAL results or not)