



Contact: 512.582.2197, [info@nvcnetwork.org](mailto:info@nvcnetwork.org); w [www.nvcnetwork.org](http://www.nvcnetwork.org)

## Checklist for Approaching Corporations for Volunteers and Financial Support

- ***Be flexible.*** Be flexible in what ways corporations may be involved with your program. Corporations can provide sponsorship for a special event and volunteers. For example, during a golf tournament, local corporations may sponsor holes along the course. They may also be able to make in-kind donations, for example a van for transporting care receivers or a computer.
- ***Develop a case for corporate support.*** A case is a brief statement that addresses the mutual benefits of a partnership. Corporations receive far more requests than they are able to support. When approaching corporations for volunteers and funding, address the question, “*What benefit will the corporation receive from giving?*” Address the following areas in your appeal: enhance quality of life, improve business, enrich individual lives and help the underprivileged.
- ***Know the corporations in your community.*** Research the corporations headquartered in the community you serve. What is the company’s mission? Do they make donations and if so to what causes? The more you know about local companies or corporations, the easier it is to make an appeal for their assistance. Reach out to the company’s human resource and community relations department or you may already have a contact person on your board or in your coalition.
- ***Recruit a realistic number of volunteers.*** When approaching a corporation for volunteers, it is important to have enough projects or services for people to participate in. Don’t ask for more volunteers than you can use.
- ***Keep a record of corporate volunteer hours.*** If you are seeking a corporate donation from a company that provides volunteers, it is important to track the service hours of these volunteers. By keeping a record of volunteer hours, it is easier to include this information in your appeal, which may be more likely to secure funding. Some corporations provide financial support for every volunteer hour provided by its employees.
- ***Always keep the door of communication open.*** Send thank-you notes and include corporations on your mailing list. Include a nice photo and volunteer story that can be included in their internal employee newsletter.

This information is provided by the National Volunteer Caregiving Network as part of the organization’s Training and Technical Assistance outreach for members and is designed to provide program directors with resources on core areas of program management. For additional information, contact the *National Volunteer Caregiving Network* at 512.582.2197 or by e-mail at [info@nvcnetwork.org](mailto:info@nvcnetwork.org).



Contact: 512.582.2197, [info@nvcnetwork.org](mailto:info@nvcnetwork.org); w [www.nvcnetwork.org](http://www.nvcnetwork.org)

- ***Timing is everything.*** Corporations budget their gifts and rarely exceed the amount allocated. Submit your request early and follow all guidelines regarding submission of proposals.

Additional tips may be found at idealist:

- <http://www.idealist.org/info/Nonprofits/Dev2>

This information is provided by the National Volunteer Caregiving Network as part of the organization's Training and Technical Assistance outreach for members and is designed to provide program directors with resources on core areas of program management. For additional information, contact the *National Volunteer Caregiving Network* at 512.582.2197 or by e-mail at [info@nvcnetwork.org](mailto:info@nvcnetwork.org).