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## Five Ways to Secure Corporate Funds

Corporations generally have a lot of money at their disposal so, when they decide to make that money available to organizations, there is understandably a lot of competition.

If your nonprofit is to secure this valuable cash, you will have to do everything you can to stand out from the crowd.

In the book “Five Good Ideas,” Susan Mclsaac, president and CEO of United Way Toronto, wrote that the first step to succeeding at corporate fundraising is to illustrate your organization’s specific importance and relevance. To do this, she explained that every employee must be able to articulate the following five items:

- What you are and what you are not;
- What you do;
- What your organization hopes to achieve;
- Who benefits from what you do and why it is important to the community; and,
- Who would lose if you are not funded.

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Whether you’re presenting an elevator pitch or an in-depth funding proposal, Mclsaac stressed that it’s important to use plain language and offer a powerful explanation of why your organization is uniquely positioned to make an impact on the community you serve.

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