

Describe a project to accomplish with a corporate partnership:

ELEMENTS FOR CORPORATE HELP

Corporate Support Needed	Element of Project
Volunteers	
Loaned expertise	
In-kind goods and services	
Marketing, promotion, media	
Funding	

BENEFITS FOR CORPORATION – BUILDING YOUR CASE

Benefit to Corporation	Audience (s)	Method (s)
Reputation		
Public Trust		
Match to corporate interests		
Quality of volunteer opportunities		
Government connection		

FINDING CORPORATE DONORS

Attraction	Local	Regional	National
Good corporate citizen			
Affinity			
Audience			
Mutual business purpose			

REVIEWING OUR DONOR TARGETS

Vetting List				
✓ Perception of commercialization				
✓ Corporate image				
✓ Direct contact with the visitor				
✓ Implied endorsement				
✓ Current contracting and/or litigation conflict				

PARTNERSHIP PLAN – Cost Sharing and Recognition

PLAN ELEMENT	USACE	CORPORATE DONOR
Physical components/goods		
Volunteers		
Vol. Training & management		
Expertise		
Recognition		
Funds		
Reporting		
Media		
Authorities		
Other agreement elements		

Proposal Letter Outline

Paragraph(s) Topic	Points to Communicate
Introduction – Must mention need and summarize request	
USACE Project Site and the Community	
The Need: what makes this an important investment?	
Why would this be an investment that the corporation would make? What are the benefits to the community and the donor? What results and changes will occur?	
What are the project elements and the timeline for the project?	
What is the corporate support gift and what is matched by the Corps and other entities? What's the corporation's leverage	
How will the project continue? What sustains the results?	
Conclusion: why the match mutually benefits donor, community and the land	
Ask for opportunity to meet to discuss further, invite to the site, thank you for time to evaluate request	

THE AGREEMENT
