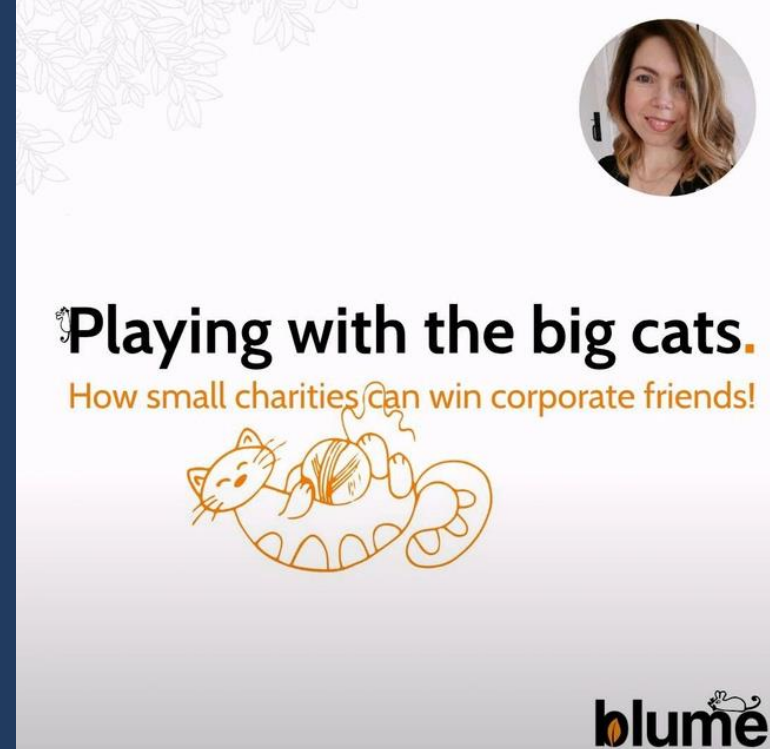




# PLAYING WITH THE BIG CATS

RACHELHCONSULTING.COM

The blume logo consists of a stylized orange flame icon followed by the word "blume" in a bold, lowercase, sans-serif font.



# TODAY

1. THE FOUNDATIONS
2. THE CASE FOR SUPPORT
3. FUNDABLE OFFERS
4. A STRENGTHS BASED  
APPROACH
5. SMALL, CONSISTENT STEPS
6. WHAT TO AVOID



**BEFORE WE BEGIN....**



# THE TRUTH ABOUT CORPORATE PARTNERSHIPS

- You don't need to be big to be valuable
- Corporates want purposeful and authentic partnerships
- Small charities can bring: trust, community credibility, agility, real stories
- It's not about size, it's about alignment and clarity





# THE FOUNDATIONS MATTER

**BEFORE OUTREACH → YOU NEED CLARITY ON:**

- What you do
- Why it matters
- What difference support makes
- What a partner can actually do **with** you
- Who is doing this work? It takes dedicated, consistent time – are you ready?

**THIS IS WHERE MOST SMALL CHARITIES GET STUCK.**



# YOUR CASE FOR SUPPORT - FOR CORPORATE EYES

- A corporate case for support should answer:
- What problem are we solving? (Make it real & urgent)
- Why does it matter to society / communities / the future?
- How do we solve it? (Clear model, accessible language)
- What impact does support have? (Specific, tangible, not abstract)
- Tip: Make it emotion + evidence, not a wall of stats.



# FROM 'FUNDRAISING APPEAL' TO 'FUNDABLE OFFERS'

CORPORATES RARELY JUST "GIVE TO THE CAUSE." THEY SUPPORT PROPOSITIONS THAT ALIGN TO THEIR BUSINESS NEEDS.

BREAK YOUR WORK DOWN INTO:

- Programmes
- Themes (e.g., wellbeing, education, food insecurity)
- Outcomes (confidence, safety, access, community belonging)
- Geographies / communities

THEN SHAPE INTO CLEAR OFFERS A PARTNER CAN SEE THEMSELVES IN.





# FUNDABLE OFFERS

INSTEAD OF: "SUPPORT OUR CHARITY"  
TRY:

- Sponsor a community hub session
- Fund outreach to 10 local families
- Support development of new resources / digital tools
- Back a local coordinator / youth worker / volunteer lead

**MAKE IT: NAMED, COSTED, PURPOSEFUL.**

[RACHELHCONSULTING.COM](http://RACHELHCONSULTING.COM)



# STRENGTHS BASED PARTNER MAPPING

SMALL CHARITIES OFTEN LOOK AT WHAT THEY LACK. LOOK AT WHAT YOU HAVE.

## MAP YOUR ASSETS:

- People (staff, lived experience, volunteers, trustees with networks)
- Place (local credibility, belonging, community trust)
- Programmes (what's proven, what's unique)
- Visibility (events, networks, champions)
- Story (why this matters now)

**YOUR ASSETS ARE YOUR ADVANTAGE.**





# ALIGN YOUR ASSETS TO CORPORATE WORLDS

## ASK:

- Who cares about this issue?
- Who touches these communities?
- Who benefits from solving this problem?
- Who has values that overlap with ours?
- Then map sectors → organisations → decision makers.

**START WHERE THERE IS NATURAL ALIGNMENT, NOT  
SCALE.**





## **SMALL, CONSISTENT STEPS = SUSTAINABLE PIPELINE**

**YOU DON'T NEED 100 CORPORATE PARTNERS.  
YOU NEED THE RIGHT 5-10 CONVERSATIONS STARTED WELL.  
WEEKLY HABIT:**

- Reach out to 3 new contacts
- Reconnect with 2 warm leads
- Post 1 purposeful LinkedIn story
- Progress 1 next step with an existing conversation

**SMALL, CONSISTENT, VISIBLE ACTION → MOMENTUM.**



# COMMON MISTAKES TO AVOID



**LEADING WITH  
'DO YOU HAVE COTY?'**



**SENDING LONG FUNDRAISING  
PACKS WITH NO INVITATION  
TO TALK**



**ASKING TOO EARLY,  
TOO BIG**



**NOT HAVING COSTED, CLEAR  
PROPOSITIONS**



**FORGETTING THAT  
CORPORATES ARE MADE OF...  
PEOPLE**



**Playing with the big cats.**  
How small charities can win corporate friends!

**YOU CAN PLAY WITH THE BIG CATS  
BECAUSE YOU BRING....**

Depth → Authenticity → Community Trust → Impact

# YOUR NEXT THREE ACTIONS



REWRITE YOUR CASE FOR  
SUPPORT FOR A CORPORATE  
AUDIENCE



BREAK YOUR WORK INTO 3–5  
FUNDABLE PROPOSITIONS



MAP YOUR STRENGTHS →  
ALIGNED PARTNERS →  
OUTREACH PLAN



**THANK  
YOU**

**RACHELHCONSULTING.COM**

**RACHEL@RACHELHCONSULTING.COM**

**blume**