Starting from the Bottom:
Building a Solid Corporate Program

2018 UNC System Advancement Symposium
Agenda for Today

Fundamentals

Tactics

Metrics and Goals

Summary
Fundamentals
Corporate Relations Models

Philanthropic

- Measured by gifts only
- Traditional approach that might limit success and discussion
Reporting Structures of CFR programs

- Advancement
- Research
- Provost
- College Dean
Fundamentals for a CFR office

- Institutional Support
- Mutual Benefits
- One-stop Shopping
- Integrated Research Development
- Campus Coordination
*HP Model as noted in NACRO’s Essential Elements Whitepaper
Tactics
Internal Relationships are Crucial

Career Services
Athletics
Continuing Education
Centers/Institutes
Corporate Affiliate Programs/Consortiums
Real Estate and Procurement Offices
Advisory Board rosters

Past Funders
Who should care about your programs?
Campus Vendors and Tenants
Local Companies
New recruiting relationships?
Is your geographic location important?

- It is a factor
- Leverage your strengths - people and expertise
- Use the technology to your benefit as alternative to travel
Utilize alumni for introductions to a company

All you need is one insider to help you identify the right office and people

Can they facilitate an introduction for you?

LinkedIn

Hosting alumni events at a corporate location
Identify University Strengths

Key Centers
Key Faculty
Key Research Expertise
University as convener

We can be the neutral party and the neutral location

University can serve put competitors in a room together without the competition

Remember that CFR office is a convener internally for interdisciplinary approaches
It is all about....

Win-Win

Logical reason for the partnership

Companies sees themselves as investors, not philanthropists

Relationship management is crucial

Help navigating complex universities

Talent and Expertise
Philanthropy vs. Sponsored Research

Intent is charitable
No direct benefit to the donor
Can be directed to a project, faculty, program
General report on activities
Free from deliverables

Publications
Detailed Reporting
Indemnification (liability)
Specific research during a specific time period
Deliverables
Intellectual Property (IP), pre-negotiated
Return of Unspent Funds
Sponsorships

Events related

Benefit levels

Fair market value vs. Gift
Validate with your donors that your office is providing value

Do they want a central point of contact?

Managing multiple stakeholders - internal, external, across, up, down

Consistent monitoring of relationship - next steps/project management
Metrics, Goals
What is a reasonable goal to set for your program (average of three years, a normal year with the top 3 gifts removed?)

Are your top partners identifiable and agreed up by all?

Confident vs. Aggressive / Good, Better, Best
A Framework for CFR Metrics

- Total gifts & trends
- Total sponsored research & trends
- List of Tier 1 companies
- # of CEO visits to campus
- # of Sr Executives on university boards

AND ...
- # of corporate site visits
- # of corporate referrals
- # of "repeat" engagements

AND ...
- # of new corporate contacts in staff/team portfolio
- # of companies with active advancement plans
- # of corporate proposal submissions
- # of stewardship reports
What to do when you are a one-person office

- Focus on your prospect list and proposals
- Do you have a Top 10 prospect list?
- Support for your program from leadership
- Lead with the most successful programs, faculty, Centers
When is the right time to expand your office

- You know you are leaving money on the table
- Can’t get to key initiatives
- Work becomes more internal than external
Summary

- Measure what is important to your program
- Devote time for your internal partnerships
- Identify organizations that can expand the engagement and map out a plan to get there
- Communicate transparently and proactively