

# Nonprofit

Case Study

## The Challenge

A challenge many nonprofits have is finding corporate partners outside of their traditional industry verticals.

Pattie Graben, Vice President of Corporate Development at Soles4Souls, needed help connecting with companies outside of the shoes and apparel industries.

Corporate partnerships are a very successful fundraising strategy for Soles4Souls. But they were having challenges breaking into corporations they didn't have personal connections with.

Another challenge was finding the bandwidth to prospect.



#### **Soles4Souls.org**

Soles4Soul's mission is create sustainable jobs and provide relief through the distribution of shoes and clothing around the world.

They've partnered with companies like DSW, Adidas, Foot Locker, New Balance, Bank of America, Columbia, and many more.



### The Solution

We met with the development team at Soles4Souls to learn more about what their ideal partner looked like. They already had a good foundation in shoes and apparel. Breaking into the Fortune 1000 and large retail companies outside of the shoes/apparel industries was their biggest focus.

We created Ideal Partner Profiles to filter and qualify companies. Then we built a list of companies, identified decision makers at those companies, wrote the email copy, and sent out the emails on behalf of Pattie.

We handled the email responses and coordinated calls onto their team's calendar.





#### A Few of the Companies They Connected With





weightwatchers reimagined













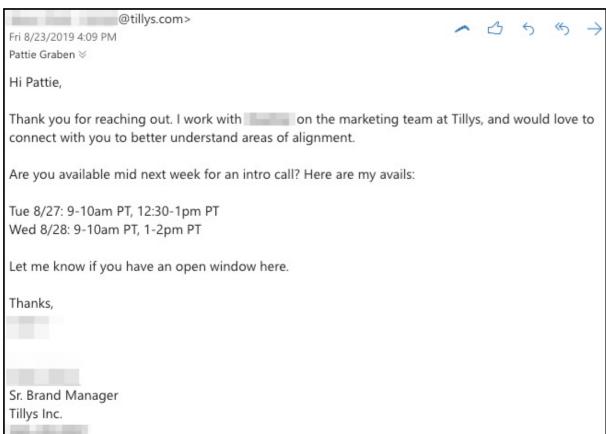




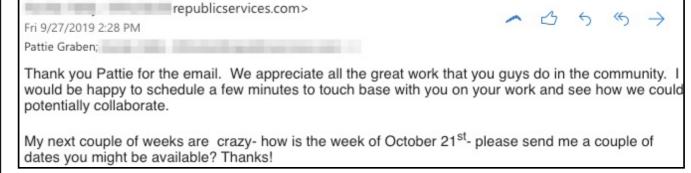


## **Email Responses**





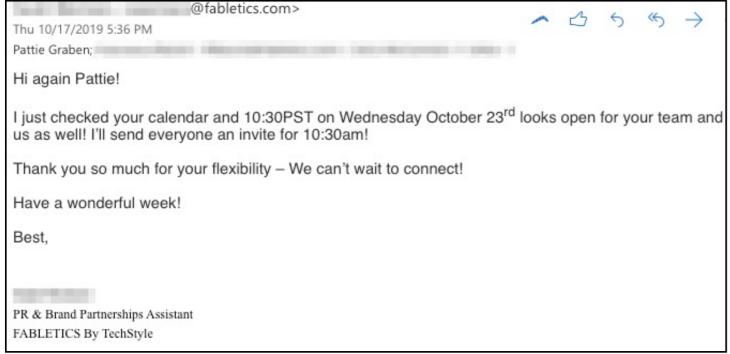






## **Email Responses**









## Testimonial



#### **Pattie Graben**

VP Corporate Development Soles4Souls

"We've traditionally had a lot of success with shoe companies. But we've been having a hard time breaking into large enterprises and retail companies outside of shoes and apparel. We don't have many connections at companies in these industry verticals we really want to work with. We hired Blissful Prospecting to help us and they've been awesome! They've helped us break into Fortune 500 companies and some of the largest retailers in the United States. And since they're setting the appointments, it doesn't take up too much of our development team's bandwidth."



### Need Help Increasing Your Impact?

We help nonprofits find and connect with corporate partners who align with their mission. If your nonprofit does product collaborations, sponsorships, in-kind donations, or any other type of corporate partnership, we can help you out.

You can find more information at **BlissfulProspecting.com/ Nonprofits**.

Or send us an email at <u>jason@blissfulprospecting.com</u> and we'll be in touch shortly to set up a time to talk about your goals.

