



Blissful
PROSPECTING



Nonprofit

Case Study

The Challenge

A challenge many nonprofits have is accomplishing their corporate fundraising goals with limited resources. Oftentimes, finding the budget to hire in-house for additional marketing and development needs isn't feasible.

Shaney jo Darden, founder of Keep A Breast Foundation (KAB), needed help connecting with companies interested in supporting their mission.

She knew that direct outreach through email was a great approach to connect with great brands, but they weren't sure where to start. Building a cold email campaign from scratch was a challenge, and they needed outside help to meet their goals.



[Keep-A-Breast.org](https://www.Keep-A-Breast.org)

Keep A Breast's mission is to empower young people around the world with breast health education and support. They've partnered with companies like Bare Minerals, Forever 21, Dr. Axe, Go Macro, and many more.

The Solution

We met with Shaney jo to learn more about what the ideal partnership looked like. She wanted to connect with companies serving female audiences who also carried non-toxic products. They also needed to believe in the KAB mission.

We created an Ideal Partner Profile 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 for Shaney jo.

We handled all of the email responses, and all she had to worry about was showing up for the phone calls we scheduled for her.



A Few of the Companies They Connected With



REVOLVE



L.L.Bean



TILLYS



Email Responses

@flowkana.com> Tue, Aug 21, 11:50 AM
to me ▾
Hi Shaney,
Thanks for sending these over :) I am free to chat tomorrow afternoon, say at 2pm?

Best,
Amanda

@rei.com> Thu, Aug 9, 11:24 AM ☆ << ⋮
to me, Tracie ▾
Hi Shaney,
Sorry our game of tag hit a dead-end. I could do a call tomorrow between 9-10am (pacific) for 30 mins.
Any chance that works?

Manelle Mar ✓ Let's meet/talk × ▾ ⓘ 👍 🗨️ Thu, Jul 19, 9:06 AM
to me ▾
Hi Shaney Jo-
Can we chat next week some time?

Thanks!
Manelle
⋮
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co-Founder and Director of E-Commerce and Marketing
Capital Teas, Inc.

Mike ✓ No interest/need × ▾ ⓘ 👍 🗨️ Fri, Sep 28, 10:37 AM ☆ << ⋮
to me ▾
Hello Shaney jo,

Thanks so much for reaching out. We are very familiar with Keep A Breast Foundation and truly inspired by what you're doing. Also glad to hear you like what we're doing with Surfrider and the Better Beach Alliance to keep our oceans and beaches clean.

Our humanitarian effort is focused on Urban Surf For Kids. Not sure if you're familiar with that organization. They help get kids in the foster care system to the beach. Directly lines up with our Purpose.

Check out this short film called First Beach we recently did:
<https://www.reef.com/blog/First-Beach.html>

To set expectations, we are trying to stay focus our resources and energy on those 2 partnerships (Surfrider and Urban Surf) to make the biggest impact we can.

However, I'd love to have a call to touch base and learn more about your current plans. Next week is a little crazy with travel, but I'm good Monday Oct 8 in the afternoon. Would that work?

Please let me know. And have a great weekend!

Best,


VP MARKETING



Email Responses

shopdressup.com> Tue, Jul 17, 8:23 AM

to me ▾

Hi Shaney!

My name is [redacted] and I am the Director of PR for Dress Up. Our CEO, [redacted], sent me over your email! This type of thing is right up my alley and my department handles any type of philanthropic partnerships!

I would love to hear more about your organization and how you feel Dress Up can get involved.

I am in the office tomorrow and Friday if you have any free time to hop on a call either of those days, let me know!

Look forward to chatting,
Liz

[redacted]

DIRECTOR OF PUBLIC RELATIONS | DRESS UP CORPORATE

[redacted]

#DRESSUPLove

Stephanie L. ✓ Wants more info x ▾ ? 👍 🗨️ Wed, Jul 25, 8:13 AM ☆ ↩️ ⋮

to me ▾

Hi Shaney,

Thanks for reaching out to Taza. I'd be happy to learn more about your mission and partnerships.

Do you have any information you could email? Can definitely hop on a call but I always like to have info prior if possible so I can think up smart questions!

Best,
Stephanie

[redacted]

Brand and Marketing Director
Taza Chocolate

[redacted]

www.tazachocolate.com
Stone Ground Organic Chocolate

[redacted]@llbean.com> Thu, Aug 30, 8:58 AM

to me, Christina ▾

Hi Shaney,

Wednesday the 5th will work for us. I will look at our calendar and send an invite over.

Best,
Sunny

Testimonial



Shaney jo Darden

Founder
Keep A Breast Foundation



"Partnerships and collaborations are the largest form of revenue for Keep A Breast. As a small nonprofit organization, I wear many hats and don't have the time to spend pitching. Working with Blissful Prospecting has allowed me the time to focus on making the partnerships come to life and bring them more value. The Blissful team really gets us and are able to capture our unique voice in the outreach!"

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.

Send us an email at jason@blissfulprospecting.com, or fill out the form at BlissfulProspecting.com/Contact and we'll be in touch shortly to set up a time to talk about your goals.