



**Engage
to Change**

Forming Corporate Partnerships

Step-by-Step Guide

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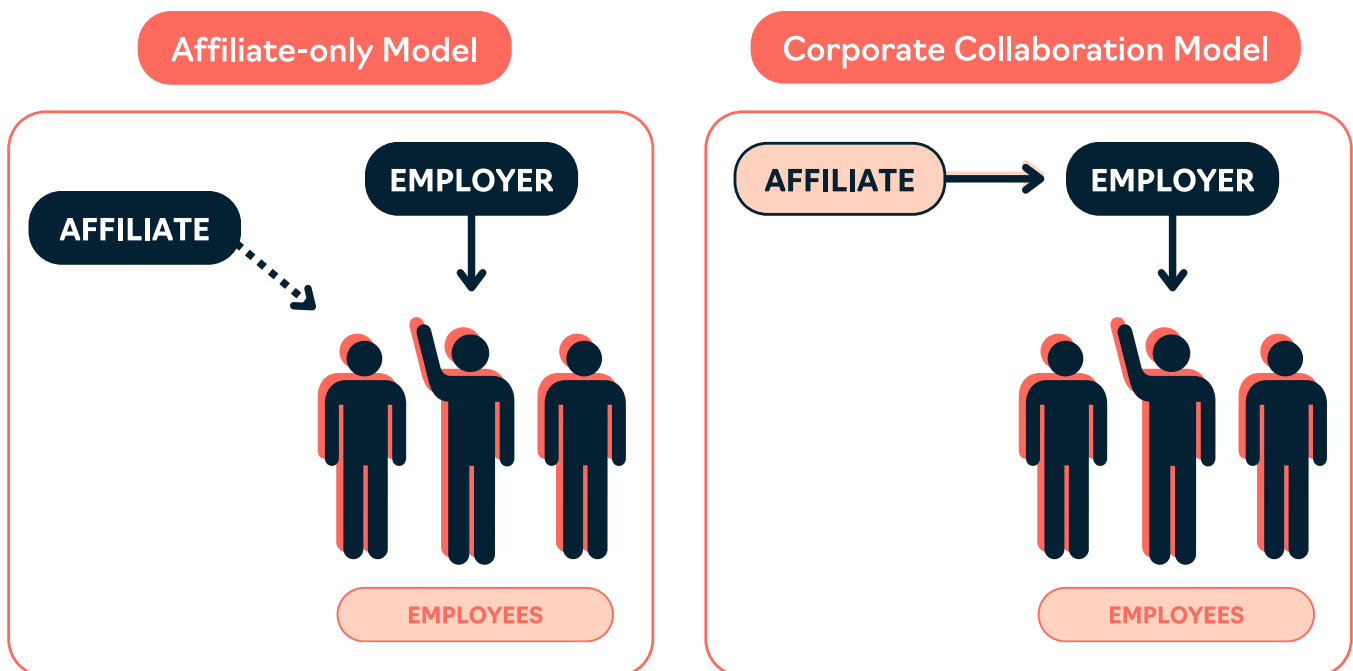
Step-by-Step Guide: Forming Corporate Partnerships

Who is this resource for? Resettlement agencies (RAs)

How should RAs use this resource? This resource outlines general strategic steps for recruiting corporate partners – from evaluating RA readiness and forming strategic partnerships to crafting a co-sponsor recruitment strategy and developing co-sponsorship storytelling assets for future scaling of recruitment efforts. Resources developed as part of the *Engage to Change Guide to Recruiting Co-sponsors from the Corporate World* are highlighted in the appropriate steps below.

Tips & Tricks

- The goal of a strategic corporate partnership is to cultivate a relationship with an organization that can work alongside you to help you meet or exceed your co-sponsorship goals.
- Corporate partners can play a key role in tapping into volunteer networks previously inaccessible or challenging for your agency to reach, as described in the diagrams below:



In the Affiliate-only Model: an affiliate may engage a few disparate employees in a one-time opportunity but is less likely to build a meaningful partnership with a corporation. Employees at the company continue to be offered other volunteer opportunities through their employer, such as with a local food bank, but the employer does not list co-sponsorship as a potential employee engagement opportunity company-wide. The affiliate operates on its own to engage employees when and as co-sponsors are needed.

In the Corporate Collaboration Model: affiliate collaboration with an employer allows for the promotion of Engage to Change as a corporate initiative that is integrated into employee volunteer program opportunities thereby increasing the likelihood of employees getting involved on an ongoing basis and over the long-term, magnifying the impact of the relationship. The employer helps recruit and refer co-sponsors to the affiliate.

Step 1: Complete Partnership Exploration and Readiness Inventory

- A successful co-sponsorship experience is the best recruitment tool out there, especially when recruiting from a single source, such as employees in the same company. Before using these methods of recruitment to take on additional co-sponsor groups, consider your office's staff capacity and availability to create a supportive environment that co-sponsors and corporate partners would talk positively about and come back to.
- Use the [Partnership Exploration and Readiness Inventory](#) resource to reflect on your office's readiness to team up with corporate partners in your area.

Step 2: Community Mapping

- Create a list of corporations in your community. You can start with corporations that have a large local presence, those that sit on local economic development chambers, or those that currently employ refugees. You can also research companies that have corporate social responsibility programs, diversity, equity and inclusion initiatives, or associated foundations or giving campaigns. In addition to corporate partners, you may want to consider churches, universities, service groups, clubs, etc.
- Once you have a list, research each organization's values, initiatives, or other volunteer efforts, and determine whether they align with yours.
 - **TIP:** Categories do not have to be directly related to working refugees; they can be more conceptual alignment, like community engagement, community service, human rights, poverty alleviation, and more.
 - **TIP:** Consider how involvement in co-sponsorship helps them – whether that is because they have employee resource groups that want opportunities to invest in the local community, they want to employ more newcomers, or because their social responsibility mission statement includes giving back to those less fortunate. You will want to approach the corporation with a clear idea about why engaging in your co-sponsorship program is a value-add to the company and its employees.
- Consider your allies. Community organizations you already work with or who support your office in different capacities may be able to refer you to corporate contacts.

Step 3: Corporate Partner Recruitment

- Corporate partners are likely to ask a number of questions when determining whether an initiative is a good fit for their employees. Fill out the [FAQs for Corporate Partners](#) to have the most accurate information about your co-sponsorship program on hand to share with prospective partners.

- To the best of your ability, identify and contact human beings, rather than a generic inbox, at the organization(s).
 - **TIP:** Remember to use your internal networks; communicate with other affiliates to explore whether their offices or locations are working with the same corporation.
- Use the [Corporate Partner Recruitment Email Template](#) to reach out and schedule a meeting with the contact to explore partnering
- Because co-sponsorship is a long-term volunteer engagement opportunity, developing a partnership may take time.
 - **TIP:** Lean into why *they* would benefit from the partnership and indicate the high need and the value add they would contribute.
- Share your co-sponsorship recruitment goals and strive to make them common goals.
 - **TIP:** Being concrete about the number of volunteers you wish to recruit as co-sponsors will help the corporate partner comment on what is possible and commit; anchoring your partnership around common goals is a great way to ensure collaboration moving forward.

Step 4: Recruitment Strategy Development

- After securing a corporate partner for co-sponsorship, collaborate with them on recruitment.
 - **TIP:** Communications and outreach to employees should come from the corporate team while technical expertise about co-sponsorship should come from your office's team.
- The [Suggested Recruitment Activities](#) resource shares recommended events, information, and storytelling ideas to incorporate into your joint recruitment strategy for increased engagement and touchpoints with employees
- The [Co-sponsor Recruitment Email Template](#) will lay the foundation for your corporate partner's communications with employees. The resource also includes a detailed FAQ section and considerations for you and your corporate partner as you build out your collective participation in the Engage to Change initiative together.
 - **TIP:** This resource can be repurposed into social media posts, newsletters, or other communications channels best suited to the corporate partner.
- Additionally, fill out the [FAQs for Co-sponsors](#) for your corporate partner to have handy as recruitment launches.
- Decide on a recruitment timeline and commit to checking in on the progress.

Step 5: Recruitment

- Once you have your resources and your timeline, it is time to recruit!
- Remember to revisit the [Suggested Recruitment Activities](#) resource (or create your own) with your corporate partner in order to adjust, pivot, or expand your joint recruitment strategy based on recruitment analysis and feedback from employees.

- Remember to keep your [FAQs for Co-sponsors](#) handy for both you and your corporate recruitment team to help respond to employee inquiries.

Step 6: Storytelling

- Videos, blog posts, press coverage, and other storytelling assets are powerful tools for resettlement agencies to lift up to recruit additional strategic partners and co-sponsors.
- Corporate storytelling inspires engagement and purpose among corporate employees and strengthens an organization's reputation and attracts talent.
- Utilize the [Storytelling and Communications Template](#) to lift up your corporate co-sponsor success stories.
- Share your corporate co-sponsor success stories with Welcome.US for possible further amplification and engagement.

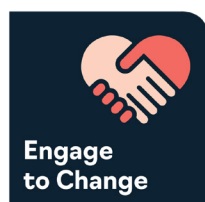
Ongoing: Partnership Management

- The work your agency is leading relies on transformational rather than transactional relationships. As part of that, deep partnership means showing up for your partner's priorities in addition to asking them to show up for yours.
 - TIP:** Consider how you can show up for your partner in meaningful ways.

Resource Completion Checklist

These four resources require customization based on your specific co-sponsorship program. Use this checklist to keep track of which resource you have personalized.

- Partnership Exploration and Readiness Inventory**
- FAQs for Corporate Partners**
- Corporate Partner Recruitment Email**
- FAQs for Co-sponsors**



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