



Finding Partners and Money for SVP Affiliates

Presented by SVP Partners, Dr Robin Louis and Steve Munford





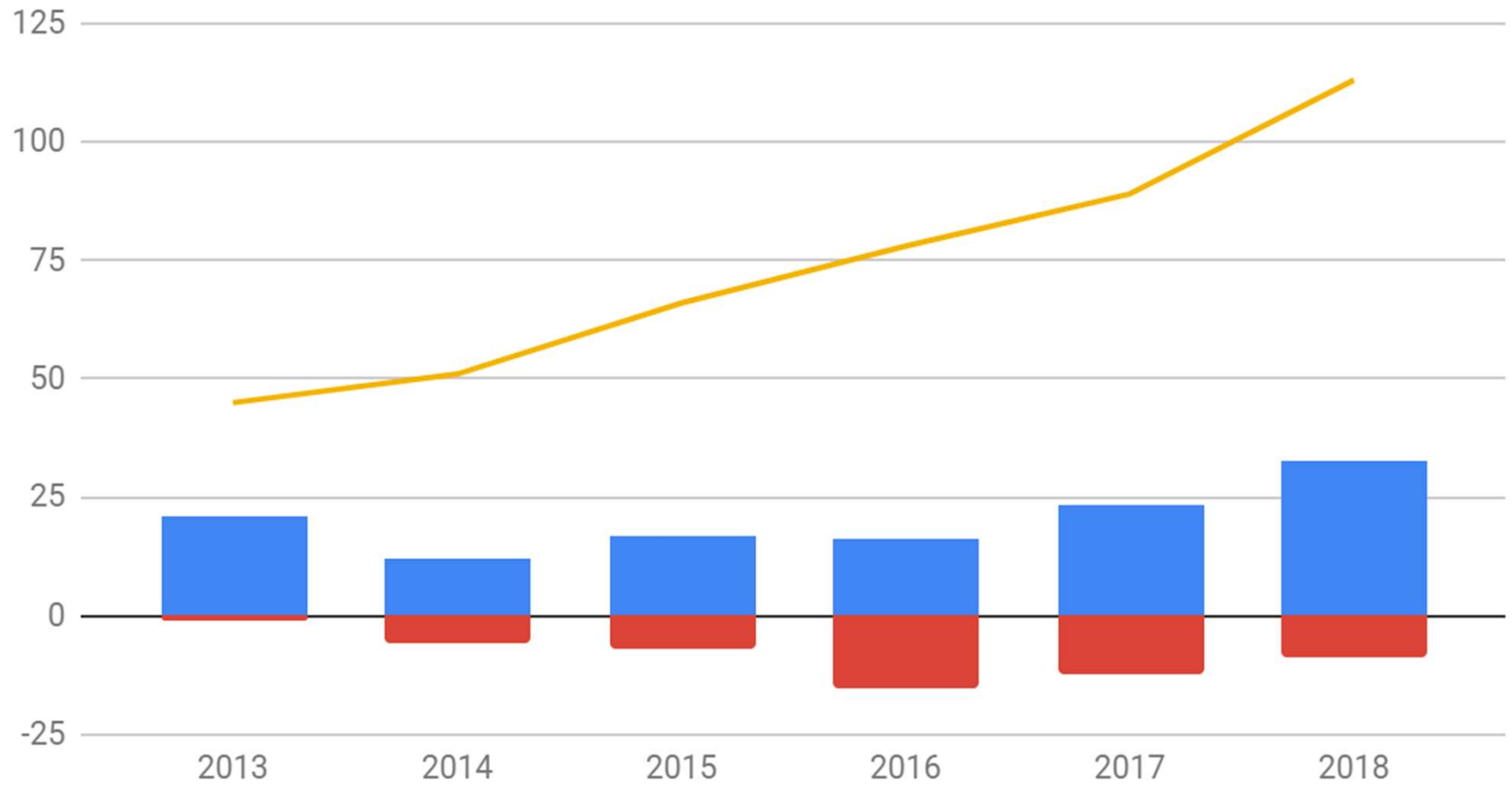
Presentation Overview

- Finding new Partners
- Controlling Partner attrition
- Increasing \$/Partner
- Community Business Partners
- Funding from donors



Growing Partner Numbers

Year End Partner Attrition New Partners





How do we find Partners?

- Development Committee networks
- Salesforce (CRM system)
- “Lunch & Learn” prospecting events
- Staff and referring Partner follow-up
- Bring ‘prospect’ event tied to an existing SVP social event
- “Tools”





Keys to find new Partners

- Partner referrals
- Lunch & Learns
- Follow-up
- Clarity around engagement
- Reassurance that “money only” is okay

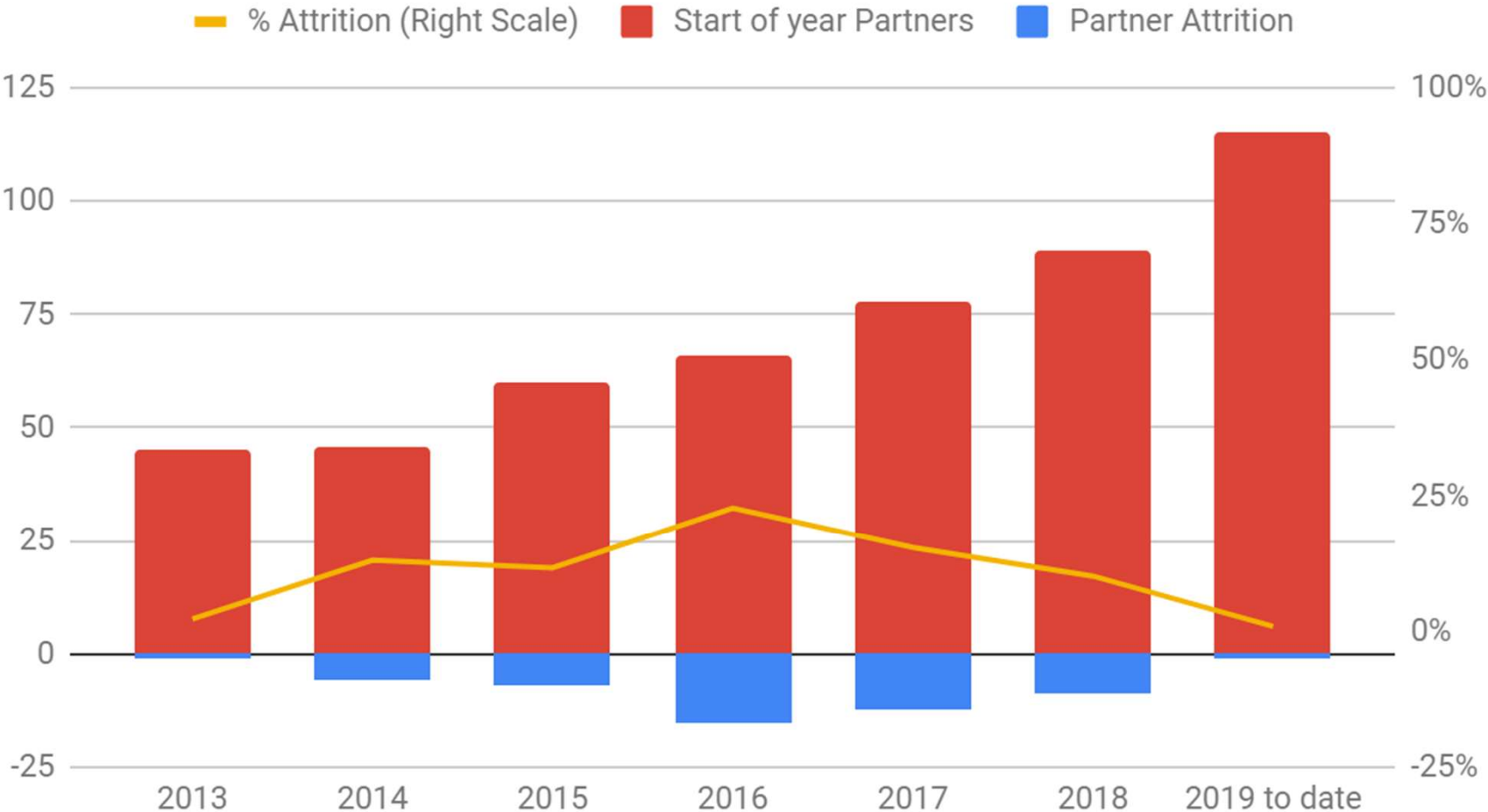


Q&A on finding new Partners





Attrition





Programs to reduce attrition

- Responsibility of SVP staff
- Mind the cycle: introduce, monitor, steward
- Track interactions with SVP
- “At-risk” Partners attended by SVP staff
- Exit interviews for Partners





Q&A on reducing attrition



Increasing \$ / Partner



Increasing dollars / Partner

Objectives:

- Partners increase overall giving and
- SVP increases its share of that

In addition to standard partner dues:

- 'Co-funding' model allows Investees to ask for additional funding for specific projects
- Partners can fund special SVP projects outside current operating budget
- Larger annual dues





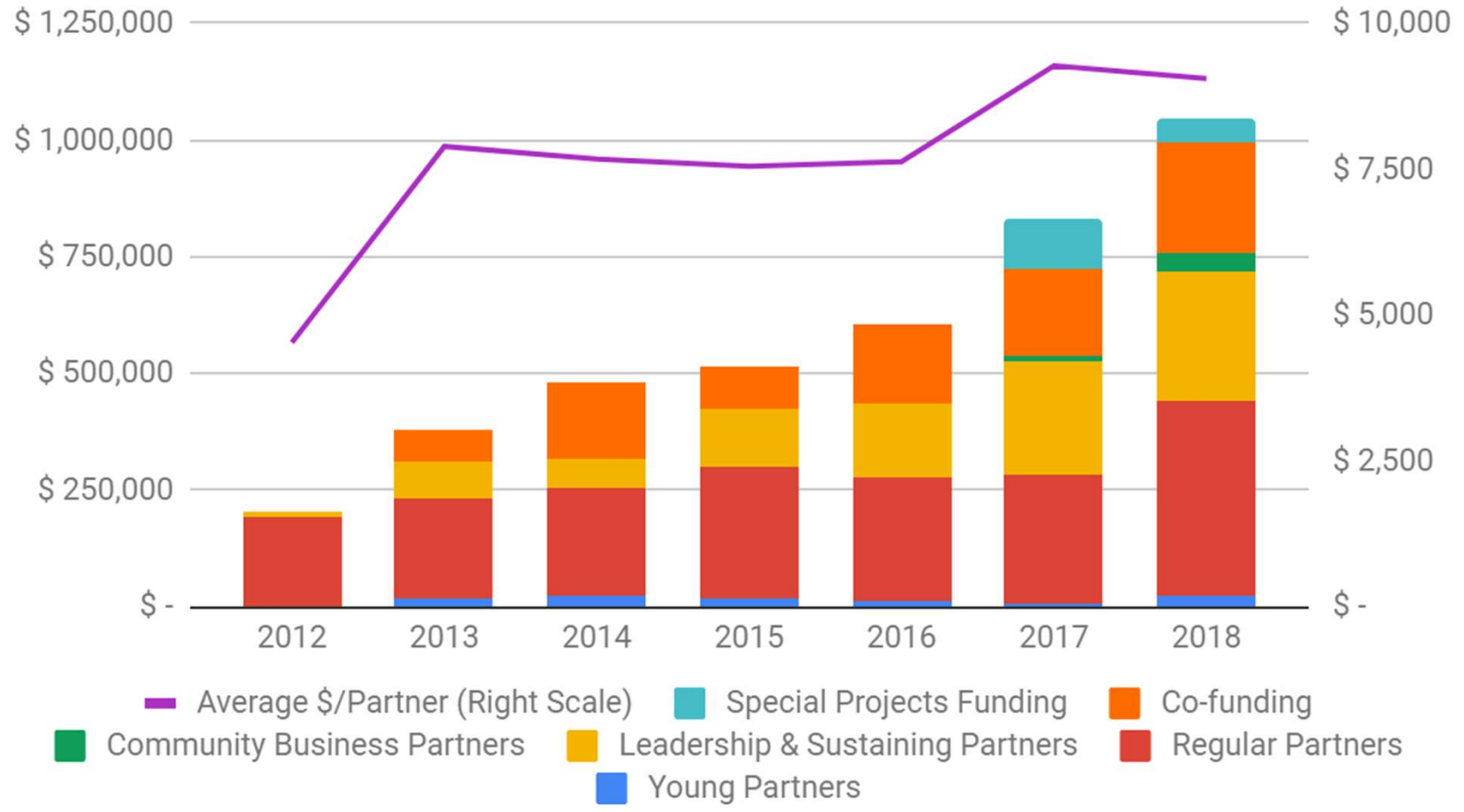
SVP Vancouver Membership Categories

Young Professional Less than 40 years old	\$2,500
Regular	\$5,000
Leadership Can nominate 1 non paying Partner	\$10,000
Sustaining Can nominate 2 non-paying Partners	\$25,000





Partner Contributions





Q&A on increasing \$ / Partner



Corporate Business Partners

- Engage employees and show corporate responsibility
- Alternatives to “traditional” giving (e.g. United Way campaign)
- Leverage employees’ base skills + tap into their annual giving budget and sometimes tap into corporate capabilities
- SVP Vancouver has recruited 5 Business Partners





Challenges

- 'Sales cycles' is long, involving many stakeholders
- Leads / decision-maker variance
- \$10,000 level
 - Large amount for smaller companies
 - Budget constraints
- Engaging employees



Community Business Partners— Conclusion

We will not continue the focus on this but opportunistically explore opportunities where there is a strong connection with an existing Partner and a clear plan for engagement



Q&A on Business Partners



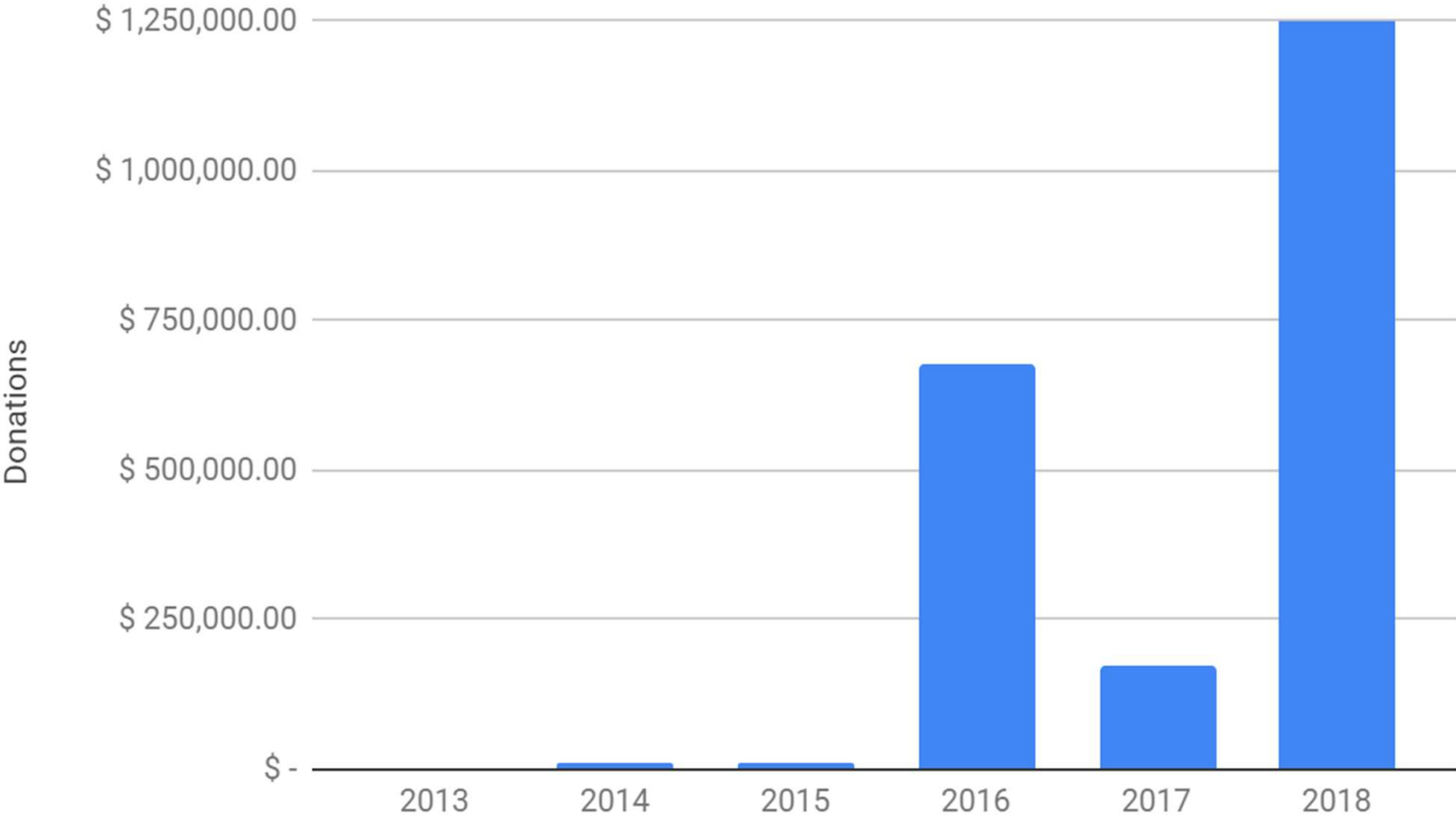


Donors





Donations





Donors—our new focus

Definition

A donor is a financial only contributor who is encouraged to make a minimum contribution of \$5,000 per annum

Value Proposition

Your social impact dollars will be managed by a group of trusted peers who take a 'hands-on' approach to philanthropy, ensuring maximum impact for your dollars

For every dollar you donate, the impact of your gift is amplified by engaged SVP Partners who apply their time, talent, and ties to our Investees



Donors compared to Partners

	Partners	Donors
Focus	Individuals	Foundations
Value proposition	Effective philanthropy Learning	Maximum impact Visibility
Contribution	\$ and optionally time	\$ only
SVP involvement	Investees SVP itself	No
SVP social events	Yes	Yes
Other SVP events	Yes	No
SVP recognition	No	Yes
Society member & vote	Yes	No



Things we need to learn

- Does the value proposition resonate with donors?
- What are the characteristics of a good donor prospect?
- How to we make the connections between Partners and potential donors so that we can get referrals?
- Finding donors is the focus of the Development Committee in 2019



Donors—planned program

- Focus on foundations and connections with existing Partners
- Targeting \$250,000 to support Shared Service initiatives
- Developing tools (video SVP overview, pitch deck)
- Approaching a selected number of potential prospects to test value proposition





Q&A on donors





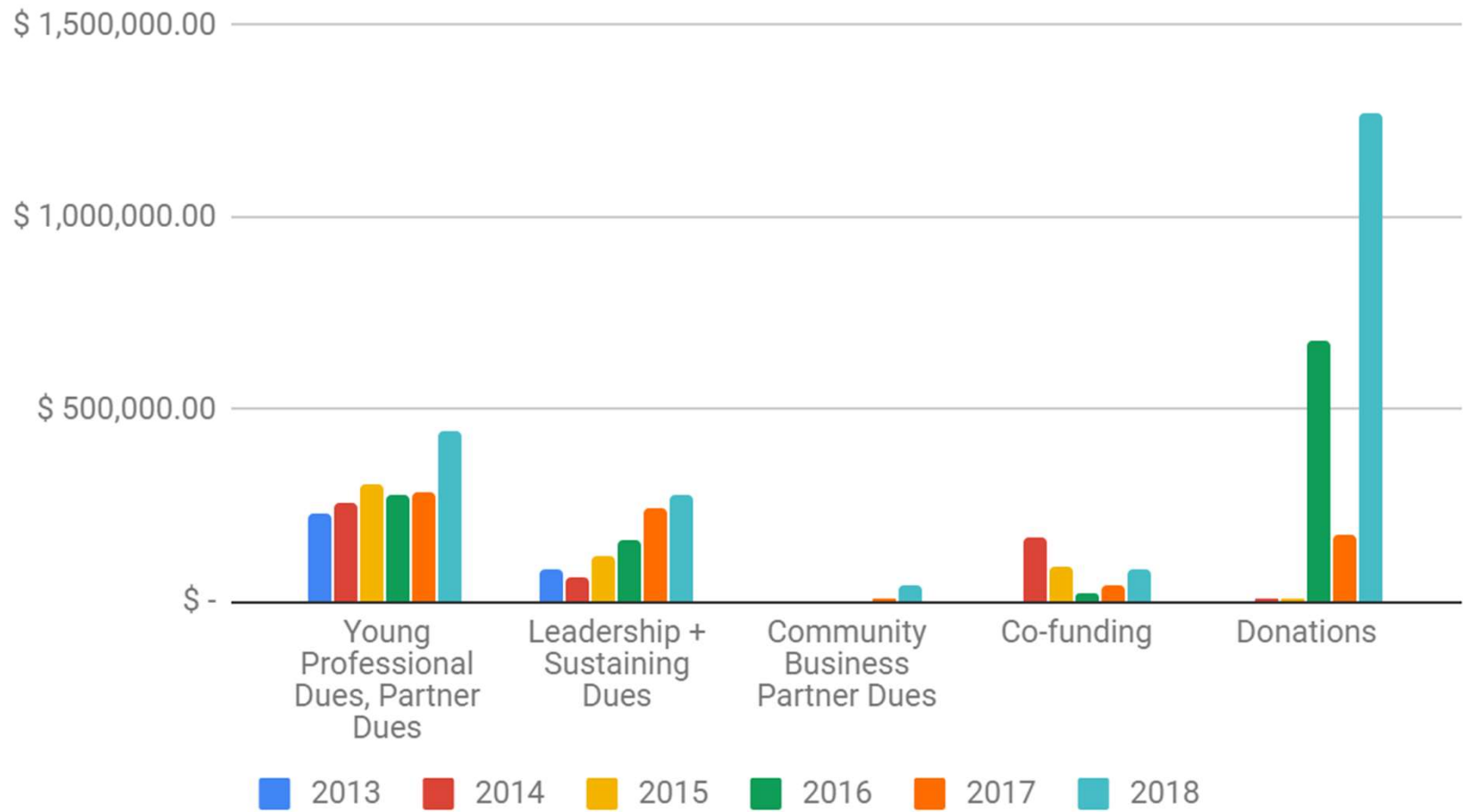
Summary

In short 'Land & Expand'

- Use partner relationships to find new Partners
- Engage partners & provide framework for expanded giving:
 - partner categories
 - co-funding of investees
 - support of new SVP programs
- Leverage partner relationships to find donors

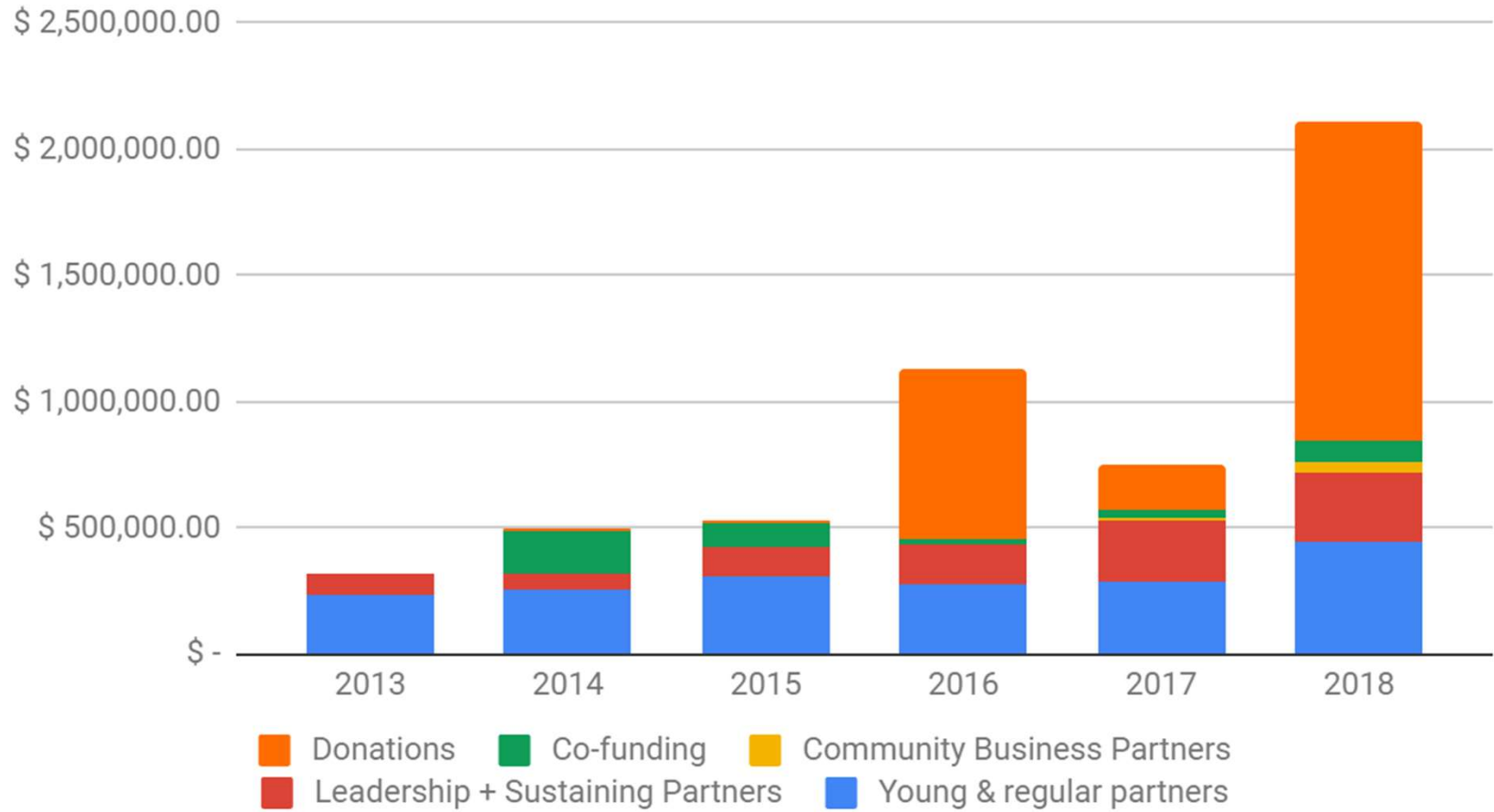


Funding Sources





Sources of Funding





Summary

Find new Partners	√
Reduce Partner attrition	√
Increase \$ / Partner	√
Activate corporate participation	?
Contributions from donors	In progress