

Power in Collaboration:
Building Strong Partnerships
to Fuel Fundraising

(CECR) Fall District Meeting

Ginny Dempsey, REGION FUNDRAISING CHAIR



SOROPTIMIST INTERNATIONAL OF THE AMERICAS, INC

Agenda

- ▶ Why Partnerships Matter
- ▶ Where to Find Partners
- ▶ What Partners Gain
- ▶ Donor Stewardship Trends
- ▶ Collaboration in Action
- ▶ Resources & Next Steps

Why Partnerships Matter

**Raise
Awareness**

Reach More Women

**Attract New
Members**

**Find New
Donors**



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Where to Find Partners

- Local businesses and employers
- Community based organizations
- Civic clubs and faith communities
- Individual donors and networks



What Partners Gain

Strong partnerships give both sides something. Before your club asks, be ready to name what you offer in return:

- Visibility in the community
- Employee engagement
- A 100-year mission to stand behind
- Access to new networks



How to Make the Ask

- ▶ 1. Start with a conversation
- ▶ 2. Name what they gain
- ▶ 3. Make one specific ask
- ▶ 4. Follow up in writing

Open Discussion

Who has your club already partnered with and what made it work?

Turn to someone near you: which partner would you approach first?

Donor Stewardship Trends

**Donor
Retention**

Easy Ways to Give

Impact Stories

**Younger
Donors**



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Collaboration in Action

- Map what your members already know
- Start small with an in-kind ask
- Co-create — don't just collect a check
- Close the loop with results and thanks

Try This:

- Co-brand an event
- Sponsor an award
- Thank-you breakfast



Your Next 30 Days

Ask every member to name one business, organization or donor they already know.

That list is your partnership pipeline. Start there.

Resources

- ▶ [Your Guide to AI & Fundraising](#)
- ▶ [Nonprofit Fundraising Trends](#)
- ▶ [Social Media Fundraising](#)
- ▶ [Mobile Giving Apps](#)
- ▶ [Peer-to-Peer Fundraising](#)



Schedule a 30-minute call
with SIA Fund Development!