

## Creating a Message to Potential Business Partners The 5-Point Route



### Research potential partners

What industry segment does your  
organization serve?  
What audiences do you serve?  
What's your core mission?

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### Identify their needs

Think about 2-3 businesses in the  
area that are part of your  
industry- OR might have a related  
mission. What do you think  
they do? Who do they serve?  
Choose your best match!

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### Review your benefits to them

What benefit(s) (to your best  
match company) can your  
organization bring to the table as  
your part of the partnership? Be  
creative & think out-of-the-box

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## Creating a Message to Potential Business Partners

### The 5-Point Route



#### Draft Messaging Ideas

Create your own organization's business specific messaging ideas to resonate with your chosen company, based on your above responses.

Use the fill in form on the next page

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#### Speak their language

**NOW**, say that in a way that has meaning to them and will grab their attention -- based on what you know is in it for them.

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#### Your Message!

**Impactful.**  
**Powerful.**  
**Targeted.**

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# NPIQ™ Partner Messaging Formula

\_\_\_\_\_ offers \_\_\_\_\_ for companies  
Your organization a specific service  
like \_\_\_\_\_ who needs \_\_\_\_\_.  
Your business prospect identify the need

The advantage of partnering with a nonprofit like

\_\_\_\_\_ is \_\_\_\_\_.  
Your organization a benefit they would not get from partnering with a FOR-profit

We both benefit: \_\_\_\_\_ gets \_\_\_\_\_.  
Your business prospect

\_\_\_\_\_ And \_\_\_\_\_ gets \_\_\_\_\_.  
Your organization

Everyone wins!