

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



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



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!



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



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

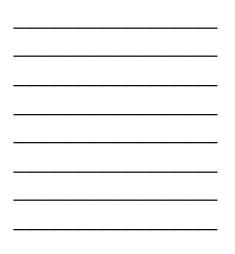


Create your own organization's business specific messaging ideas to resonate with your chosen company, based on your above responses.

Use the fill in form on the next page



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.





Your Message!
Impactful.
Powerful.
Targeted.

NPIQ Partner Messaging Formula

		offers		for companies			
	Your organization		a specific service	-			
like		who needs .					
	Your business prospe	ct	identify the need				
The advantage of partnering with a nonprofit like							
		is		<u>•</u>			
	Your organization	a bene	fit they would not get from p	partnering with a FOR-profit			
We	both benefit:		gets	S			
Your business prospect							
		And		gets			
		Your organization					

Everyone wins!