



Corporate Relations – in a New Economy and Decade



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TALISMAN ASSOCIATES, INC.

Barbara Talisman



Barbara Talisman is President of Talisman Associates, Inc. Talisman Associates, Inc is a full service consulting firm working with nonprofit organizations. The firm provides hands-on fund development assistance, leadership training and executive coaching to the independent sector.

Barbara has been in the development field since 1983. Her experience ranges from corporate sponsorships and special events to board/membership development, grant writing and major gift solicitation as well as volunteer and staff development and training. She teaches a variety of fundraising topics and has been a guest speaker at conferences in North America, Europe the United Kingdom and Australia. Barbara began her fundraising experience on the campaign trail for national and local political candidates. Her fund development experience began at the American Heart Association and continued at the Anti-Defamation League.

Barbara has published articles in *Fund Raising Management*, *Fundraising Success*, *Association Forum*, *Fund Raising Institute*, *Advancing Philanthropy* and *Clout* and has been profiled in *Entrepreneur Magazine*, *Today's Chicago Woman*, *Crain's Chicago Business* and *Chicago Tribune*. Barbara holds a Bachelor's degree from Case Western Reserve University. She has continued her education through workshops and classes at BoardSource, The Institute for Charitable Giving, Vanderbilt University, Association of Fundraising Professionals (AFP) regional and international conferences and Indiana University School of Philanthropy. Barbara is an AFP Master Trainer.

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Route Map

1. Assets
2. Research
3. Engaging with corporations
4. Partnership package
5. Timeline



Questions along the way....

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Assets

		\$10K	\$5K	\$2500	\$1000	\$500
Deadline	Event Name					
	Industry exclusivity	X	X			
	Company executive named as Honorary Co-Chair of event and listed in event brochures	X	X			
	Interviewed for scheduled media opportunities	X				
December	Goody bag - 2,500 distributed	Bag/Insert	Insert	Insert	Insert	
	Customized Community Service Project	40 people	30 people	20 people	10 people	
Oct-Jan	Recognition in event ads donated by the <i>Chicago Sun-Times</i>	Prem Logo	Logo	Logo	Name	
October	Recognition on year-round CTA campaign	Prem Logo	Logo	Logo		
November	Recognition in press releases	X				
November	Recognition on point of purchase displays - xxx distributed	Prem Logo				
October	Recognition on event brochures - 25,000 distributed	Logo Front & Inside	Logo Inside	Logo Inside	Name Inside	Name Inside
October	Recognition on event poster - 2,500 distributed	Prem Logo	Logo	Logo		
November	Recognition on event t-shirt	Prem Logo	Logo	Logo		
November	Placement on bus maps with Celebration of Service bus layout - 2,500 distributed	Prem Logo	Logo			

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Q&A



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Research

- ⦿ Interests and priority areas
- ⦿ Corporate Social Responsibility programs
- ⦿ Online applications
- ⦿ Timeframe
- ⦿ Who are they partnering with
- ⦿ Budget year - June/July or Calendar
- ⦿ Financial summary
- ⦿ National v. Local
- ⦿ Competitors



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Engaging with Partners



- o Cash
- o Volunteers – Skilled & Not
- o Board Members
- o Day of Service
- o Matching Gifts
- o Green Practices
- o Loans Executives
- o Meeting Space
- o Services
- o Dollars for Doers

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Partnership Package

Platinum Sponsor- \$10,000

In exchange for sponsoring all 125th Anniversary activities, the sponsor will receive:

- ☉Corporate recognition on all materials promoting the Gala
- ☉A speaking role for the CEO or designated representative at the Gala
- ☉Recognition from the podium at the Gala, the Day of Commitment Luncheon, and "A View from the Top" lecture series
- ☉Promotional product offering at the Gala (as approved by Committee)
- ☉Logo recognition on Anniversary letterhead
- ☉Plaque in recognition of corporate support
- ☉3 tables of ten at the Gala with prominent seating

The following displays the quantity and type of materials displaying the sponsor's logo:

Materials	Quantity	Print Deadlines
Gala Program		
Prominent Placement	750	April 1,
Full-Page Ads	4	January, April, June October
Save the Date Cards	2,500	January 1
Day of Event Gala Signage	Various	May 1
Recognition in Event Advertising	4 ads	February, March, April
Recognition in press releases		Monthly
Web Site Recognition	Link & Logo	Monthly
Newsletter Recognition	Logo	Quarterly



Time Line



- ☉9-18 months in advance
- ☉Cultivation program



Q&A



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Partner Stewardship

- o Deliver on commitments
- o Allow them to pay
- o Follow up
- o Cultivate
- o Invite
- o Engage
- o Fulfillment report



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Thank you!



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