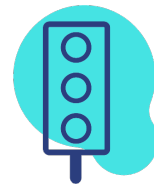
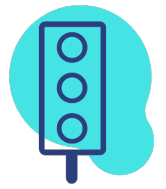


Readiness Q&A Questions

1. State the number of full time employees within your organisation (roughly)
2. State your organisation's annual income/turnover (roughly, and in your country's currency).
3. Is your organisation a:
 - registered charity / non profit with DGR-1 status?
 - for-purpose company
 - social enterprise?
 - other (please state)
4. Is the reach of your organisation's services:
 - Australia wide (every state)
 - Eastern Seaboard ie. Syd, Melb, Bris
 - Two States
 - One State
 - Regional
 - Local
 - New Zealand wide
 - Global and not operating in Australia or NZ
 - Global and operating in Australia or NZ
5. On a scale of 1-10, how confident do you feel right now to seek out and secure corporate partners?
6. Does your organisation have a Board-approved vision, mission and/or purpose statement?
7. Does your organisation have a distinct and ratified 'Brand Architecture' document with at least one of the following formalised brand assets (ie. A brand personality, brand values, brand essence)?
8. Is your organisation Federated?
9. Does your organisation's mission or brand strategy clearly identify the beneficiary groups that you serve?
10. Does your organisation have a distinct 'Brand identity' document, with ratified brand controls (ie. Style guide, logo, creative collateral etc.)?
11. Do you have a distinct way to describe the social problem that your organisation solves?
 - Yes (please state the problem)
 - No
12. Do you have a distinct way to articulate why your organisation needs more funding and/or support?
13. Does your organisation have at LEAST two great stories that effectively communicate what your organisation does, and the impact it has?



14. Assuming you answered 'yes' to the above, are these stories well crafted and presented in a compelling format for public exposure?
15. Is building your organisation's brand awareness a priority for your CEO & Board?
16. Does your organisation have a marketing plan (we're not talking about a fundraising plan), which includes a social media strategy, and plan?
17. Has your organisation created a role and/or identified a person who is tasked with implementing a corporate partnerships strategy, including pitching, securing and potentially managing corporate partnerships?
18. If yes, does/will this person work full time within your organisation?
19. Are you the person identified above, i.e. you will be implementing the strategy?
20. Does this person have the following skills: clear communication, confident at negotiation & closing deals, goal-oriented and embraces abundance thinking (as opposed to scarcity thinking)?
21. Does this person have direct access to:
your organisations' CEO?
your organisations' Board?
22. Does this person have at least one day per week from May to March to devote to the training program which includes actual implementation of a corporate partnerships strategy within the organisation?
23. Is your organisation clear that it wants to secure mutually beneficial corporate partnerships and sponsorships as opposed to philanthropic donations from corporates?
24. Has your organisations' Board made a strategic decision to pursue corporate partnerships?
25. Corporate partnerships is a long-term strategy, and requires at least 7-12 months of investment - mostly time - before seeing a tangible result. Do you agree?
26. The most valuable thing a corporate partnership can give you is money. Do you agree?
27. There is no optimum time to pitch for corporate partnerships, just when your organisation is ready to do so. Do you agree?
28. Is your organisation intending to conduct a strategic review in the next 12 months that could impact your organisations' core mission, direction or lead to a name, logo change or brand refresh?



29. Do you have *internal* challenges within your organisation that may affect approaching corporates (eg. Federated model, state-state conflict, lack of Board support, dysfunctional systems, strict ethical guidelines, old fashioned board stuck in philanthropy etc)?
30. Does your organisation have *external* factors that you believe may impact your ability to successfully approach & secure corporates partners (eg. recent bad publicity, scandal, zero awareness, dominant competitor etc.)?
31. Does your organisation have (or is working on developing) a clear and specific intention and/or goal for pursuing corporate partnerships?
32. Assuming a corporate partner will deliver money amongst other benefits, are you clear on what the money will fund?
33. Can your organisation offer tangible benefits to a corporate partner (eg. volunteering opportunities, exposure, credible relationships, celebrity ambassadors, subject-matter experts, photo opportunities, emotive stories for social media etc.)?
34. Does your organisation require a corporate partnership immediately (within three months) to fulfil a short-term goal (defined as within 6 months)?
35. Is your organisation ready and willing to align your brand publicly with a corporate partner – not just take its money?
36. Does your organisation have popular appeal and/or awareness with the general public and consumers?
37. What would be the top 2 benefits to your organisation if you secured a corporate partner?
38. What's currently stopping you from being successful with corporate partnerships?
39. What is the impact on you or cost to you (personally and/or your organisation) of not having corporate partners and/or not having success with your current strategy?
40. What tangible steps have you already taken to seek out and secure corporate partners?