

Welcome to SVA's Nonprofit Update. I'm Kirsten Houghton, a principal at SVA and the head of our Nonprofit Services Group.

Recently we hosted a panel of corporate sponsors who provided insights as to how nonprofit organizations should engage with them, tips to close the deal as well as best practices.

Corporate sponsors are looking for clear, concise requests as well as a personal touch when considering potential sponsorships. Corporate sponsors may look for recognition or face time at your organization's event. This includes displays of logos, signage at tables or a speaking opportunity, and acknowledgement of the sponsorship on social media. Send a personalized thank-you note to the sponsor and information about their sponsorship dollars in action. Think of creative ways to engage your sponsor and make them feel invested in your organization.

These are just a few tips and best practices nonprofit organizations can use to secure sponsorship dollars and cultivate relationships.

For further information about this topic go to SVAaccountants.com/nonprofitupdate.