

THE CORPORATE FUNDRAISING RESEARCH RESOURCES GUIDE

A CHANGING BUSINESS PRODUCTION

*"Every corporate fundraiser needs a bit of luck to help them along.
However, I always found that the more research I did the luckier I seemed to get!"*
John Thompson, Changing Business

This guide has been produced by Changing Business to help you improve your corporate fundraising research. It has been compiled by John Thompson, *director of fundraising consultancy and recruitment services*. It's informed by his wealth of experience personally developing and advising other charities on CRM partnerships, sponsorships, Charity of the Year adoptions, sales promotions, affinity partnerships and significant corporate charitable trust and foundation funding.

John formerly managed the NBD team at Help the Aged, devising and overseeing the implementation of its "Going for Gold" fundraising strategy that helped raise millions from the corporate sector. His input to the Charity's adoption by Tesco helped the partnership win the ICFM/*Professional Fundraising Magazine* Award for Most Effective Corporate Fundraising Campaign. His garden concept for the Charity's 40th anniversary, for which he also secured Lifetime Care as sponsor, was declared as "***The most creative I've ever seen!***" by Alan Titchmarsh. John also worked with Business in the Community to help formulate the "Cause Related Marketing Guidelines".

As a consultant since 2001, John has advised many clients on developing multi-million pound partnerships with the corporate sector, executive recruitment and professional development. Such clients include The Red Cross, British Heart Foundation, Barnardo's, CRUK, Whizz-Kidz, Breast Cancer Care, Sense, GOSH, Global Radio, Virgin Unite, FARM-Africa and Samaritans.

John is a Sociology & Social Policy graduate with a Post-graduate Diploma in Business Administration. Before entering the world of fundraising, he worked in corporate & brand public relations for clients such as Rolex, Dixons and BMG. In 2007, John became the second highest new entry in Professional Fundraising Magazines' "Most Influential Poll" being noted for exceptional fundraising and recruitment consultancy provided to the Red Cross and Whizz-Kidz.

Blog: <http://www.fundraising.co.uk/blogs/johnthompson>

The Corporate and Community Partners' Connection
<http://www.linkedin.com/groups?home=&qid=3676441>

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Trade and Regulatory Bodies

Always get to know the trade and regulatory bodies that concern your prospects and may impact on their trading environment. Study the issues to see how an alliance with your cause might be of interest to companies from a lobbying perspective e.g. FSA, OFCOM, Food Standards Agency, EU Regulations and prospective EU regulations.

Key directories and reports

BRAD Insight - BRAD Insight puts a complete world of intelligence at the fingertips of the media and marketing industry

Hollis UK Press and Public Relations Annual - gives lots of detail about companies' PR agencies and PR contacts at companies. www.hollis-pr.com

Hollis Guide to Sponsorship and Donations – Comprehensive guide to companies involved in sponsorship but biased towards B2B.

Key Notes – Key Notes is a series of market research reports which contain information about various industry sectors. www.keynote.co.uk

Marketing Managers Info - access to the latest contact details and sales leads for the UK marketing sector <http://www.marketingmanagersinfo.co.uk/>

Marketing Managers Yearbook – details marketing contacts and budgets at top UK companies. www.apinfo.co.uk/

Mintel - Mintel is the one of the U.K's best known producers of market intelligence information. <http://reports.mintel.com/>

The Guide to UK Company Giving – Produced by Directory of Social Change giving good insight into top major UK donors including companies' commercial giving activities. Also available as CD-ROM with search facilities. <http://www.companygiving.org.uk/Default.aspx>

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Useful Magazines

Campaign – Advertising industry weekly. Useful for researching brand values of companies and products when looking for a “fit”.

Incentive Today – sales promotions, CRM and general incentive industry news.

Marketing and Marketing Week – both magazines cover marketing issues at both industry and product level. Both regularly cover CRM and sponsorship deals.

Fundraising – Trade magazine with own website for online searching of archives, news and interviews etc. <http://www.civilsociety.co.uk/fundraising>

PR Week – weekly updates on new PR campaigns, and agency wins. Good for identifying new partners as it often states objective of company in PR terms. Also regular coverage of CSR and CRM.

Platform - the leading source of information, insight, analysis and news relating to the sponsorship sector
<http://www.themeetingroom.org.uk/content/en/sponsorship-news.aspx>

Promotions and Incentives – details latest sales promotions, DM campaigns, and could give ideas for CRM.

Third Sector Magazine – news, views on charity sector issues etc.

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WWWs

<http://www.acf.org.uk> The Association of Charitable Foundations –include corporate trusts and foundation info

www.bitc.org.uk – Website of Business in the Community packed with information and case studies regarding CSR/CRM – the lot really. Good idea to look at their membership list as well as quite a few members are not covered in guidebooks. http://www.bitc.org.uk/resources/case_studies/

www.brandrepublic.co.uk –daily bulletins/full articles from Marketing, Campaign and PR Week magazines... Mostly free to search, but reasonable to subscribe to. Brilliant for CRM/Sponsorship research and latest corporate-community partnership news.

<http://www.causemarketingforum.com/> - great resource on international CRM programmes

<http://www.ccbriefing.co.uk/> - reviews key developments in corporate citizenship and community affairs.

www.charitytimes.co.uk – online resource from Charity Times. Lots of information from search facility and can subscribe to receive email news alerts for free.

www.corporateregister.com – portal containing free information on companies' CSR policies.

www.corporatewatch.org - great resource to check out companies' ethical strategies and public profile/issues.

WWW.CRGUK.ORG – Website of the Corporate Responsibility Group that is made up of 60 of the UK's leading companies committed to adopting a social, ethical and environmentally responsible approach to business practice.

www.csreurope.org/default.aspx CSR Europe is a non-profit organisation that promotes corporate social responsibility. Its mission is to help companies achieve profitability, sustainable growth and human progress by placing corporate social responsibility in the mainstream of business practice.

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www.dsc.org.uk – Directory of Social Change homepage – good source of general fundraising information with good search facilities that direct to CSR articles.

www.eabis.org Europe's first one-stop reference point for research, education and training in academic institutions on business in society issues. The directory is targeted and designed as a tool for companies, business schools and Universities, policy-makers, students and other stakeholders.

www.ethicalconsumer.org and www.corporatecritic.org For ethical investment, campaigning or fundraising news. Corporate Critic online database is the essential tool for checking the ethical and environmental performance of companies.

<http://www.euromonitor.com/> – some free top-line market profiles and you can buy additional information if needed. Good for sourcing positioning information about prospects but very expensive!

WWW.foodanddrinkeurope.com & www.beverageworld.com and www.just-food.com – news and reports on food and drink industry.

www.ft.com – website for the Financial Times. News and financial information. Subscribers can set up 15 news alerts (companies, issues, etc) Can get free trials. Also run a free service from which you can request annual reports.

www.fundraising.co.uk – Daily news and forum debates across fundraising mix with good search facility brought to you by Howard Lake.

www.google.co.uk needs no explanation but best to narrow searches using advanced searches. Can also set up free News Alerts for monitoring specific topics, companies and competitors' activities, etc.

<http://www.guardian.co.uk/voluntary-sector-network> - Insight, advice and live forum debates across whole spectrum of fundraising.

www.iblf.org. The IBLF is an international educational charity set up in 1990 to promote responsible business practices internationally that benefit business and society, and which help to achieve social, economic and environmentally sustainable development, particularly in new and emerging market economies.

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<http://www.institute-of-fundraising.org.uk/> – A highly recommended resource from the Institute of Fundraising regarding all aspects of fundraising including ethics, tax and legal issues.

<http://www.justmeans.com/> - Latest CSR news, videos, blogs and insights from across the globe.

<http://www.nottingham.ac.uk/business/ICCSR/> International Centre for Corporate Social Responsibility. Great research and free resource site

<http://www.theipm.org.uk/> – The Institute of Promotional Marketing website and contains good information about the legal aspects of CRM/on-packs and other charity-based sales promotions with companies.

www.londonstockexchange.co.uk – Regulatory news service plus free annual reports and pdf downloads, trading updates, senior appointments, share issues, who's buying shares in prospects etc.

www.mad.co.uk – Website containing latest marketing information about companies and products. Some free service and free trials.

www.nutraingredients.com – news and views about health foods, supplements and nutraceuticals. Useful for those considering food tie-ups

www.personneltoday.com Website full of employer issues, solutions etc. Good for researching employer/employee relations etc.

<http://www.philanthropyuk.org/> Philanthropy UK is the leading resource for free and impartial advice to aspiring philanthropists who want to give effectively

www.reuters.co.uk – Company financial news and charts. And http://reuters.ar.wilink.com/asp/RIL1_search_ENG.asp has list of companies by sector with pdf of annual reports.

www.theretailbulletin.com – retail news, market trends and feature articles.

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www.verdict.co.uk – produces regular sector reports spanning all retail sectors. Can get top line information for free with option to purchase full report. Very expensive but you can get free trials sent to your email. Take it in turns to request free trials!

<http://www.william-reed.co.uk/> - From retail to hospitality, manufacturing to grocery, William Reed Business Media has been providing market-leading business information to the food and drinks sector for almost 150 years

http://uk.groups.yahoo.com/group/corporate_fundraising/ - Institute of Fundraising special interest group devoted to corporate fundraising

<http://www.institute-of-fundraising.org.uk/guidance/about-fundraising/charities-working-with-businesses/> - link to Institute of Fundraising's corporate fundraising resources, codes and contract samples.

“Of course, it's very easy to be witty tomorrow, after you get a chance to do some research and rehearse your ad libs.”

Joey Adams (1911 - 1999) US comedian

For further information about the range of services offered by Changing Business, contact John Thompson on 01707 335 121 or via email jthompson@changingbusiness.com

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