

Only Part of...

The Power of
Collaboration &
Connection is

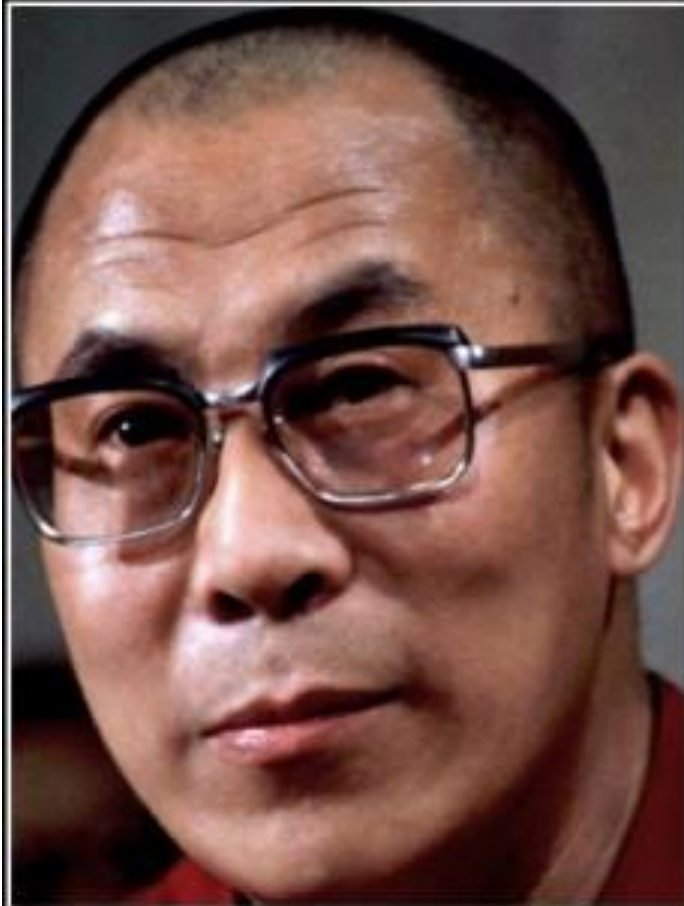
“Establishing
Relationships & Creating
Opportunities”

Dannible & McKee's Annual

NONPROFIT CONFERENCE

by Laura Serway

“Establishing Relationships & Creating Opportunities”



If you are honest, truthful, and transparent, people trust you. If people trust you, you have no grounds for fear, suspicion or jealousy.

— Dalai Lama —

AZ QUOTES

Establishing Relationships & Creating Opportunities

By Stephen Fournier | Special to Syracuse.com, January 3, 2019

The end of 2018 and the beginning of 2019 is a time of reflection, a time to take pride in all the great things we have achieved as a community and region, but also look ahead at the challenges that remain and the opportunities they present.

While many experts believe the economy is fundamentally strong, many low- and moderate-income (LMI) communities are struggling. Here in Syracuse, recent data from the U.S. Census Bureau show that in 2017, 32.4 percent of our city's population lived below the poverty level. This puts Syracuse at [No. 9 on the list of 10 poorest places in the U.S.](#) Within that bleak figure is an opportunity to build a community that is truly vibrant and sustainable and one that ensures all people and areas benefit from the work that is being done.

While this work is not easy, it is the right thing to do morally and economically. Statistics bear this out. For example, the Organization for Economic Cooperation and Development (OECD) [found](#) that rising inequality in the U.S. led to a 5-point reduction in our national GDP between 1990 and 2010, and the WW Kellogg Foundation [found](#) that by 2050, our country stands to realize an \$8 trillion gain in GDP by closing the U.S. racial equity gap.

But in order for this effort to truly be successful, collaboration is key. It's simply not sustainable for the public sector to take on this challenge alone. The private sector must be willing to make investments in LMI communities, while at the same time coordinating with philanthropic and government resources to support transformative community development. Collective resources can be leveraged as part of a comprehensive local and regional plan that is inclusive and holistic with investors and community members alike working toward a common goal.

The financial services industry has a role to play, as well. Large and small financial institutions alike have found success in both margin and mission by investing in LMI communities. Companies that avoid these areas are doing their shareholders and investors a disservice and will deliver subpar returns in the long run.

Recently, KeyBank was honored by CenterState CEO with the [2018 Community Visionary Award](#) for leadership and commitment to community initiatives that create greater community prosperity. It's an award we are honored and humbled to receive. Through our National Community Benefits Plan, much of the work we do is focused on LMI communities. This reflects the deep ties and commitment our employees have to serving this region and our purpose of helping communities thrive. This purpose is one we share with our entire community and in the new year, business leaders across our region have an opportunity to collaborate to continue the great work that is being done by so many people and organizations in Syracuse and Central New York.

While investing in LMI communities takes work, it's no more difficult here than in other parts of our country. Local and regional economic success is dependent on public and private institutions all working together to embrace inclusion, growth and shared prosperity.

<https://www.youtube.com/watch?v=3m41FYUaDDk&authuser=0>

“Establishing Relationships & Creating Opportunities”

- | | |
|---------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none">• Trust• Honesty• Communication• Connection• Commitment | <ul style="list-style-type: none">• Favorable time• Right circumstances• Win-win• Similar desired outcome |
|---------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|

Establishing Relationships & Creating Opportunities

- **Top 10 Benefits for Your Nonprofit:**
- Increase funding
- Expand donor base
- Connect to new business partners
- Attract in-kind donations
- Provide professional development for employees
- Attract new volunteers, Board, pro bono services
- Increase brand recognition
- Increase media coverage
- Connect leaders with community thought leaders
- Develop earned income opportunities

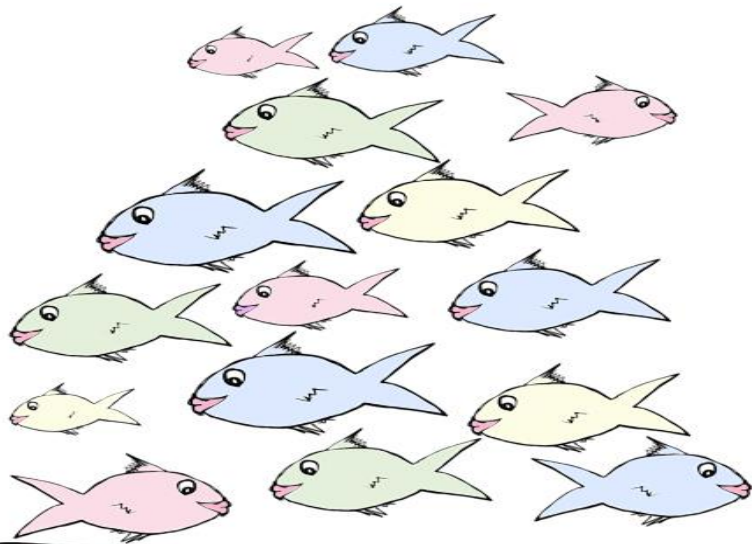
**10 Benefits that ONLY Nonprofits Can Bring to Partnership, Bruce Burtch, from his book, "Win Win for Greater Good"*

Establishing Relationships & Creating Opportunities

- ***Top 10 Benefits for the For-Profit Partner:**
- Increase sales of products or services
- Increase employee engagement, morale and retention
- Increase customer and brand loyalty
- Draw media attention and coverage for free
- Provide a motivating purpose for their company and employees
- Increase shareholder return
- Increase employee skill development, team building, leadership
- Attract new business partners and relationships
- Generate recognition for the good they create in society
- Receive a tax donation for contributions

Establishing Relationships & Creating Opportunities

Fish where the fish are



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Establishing Relationships & Creating Opportunities

What is your Sales Process?

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Prospect/Research



Landscaping/ who is who? (VBR)

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What are their Needs??

- Product/Service
- Key Customers
 - Budget
 - Timing
- Key Partners

--Agree upon next steps, recap meeting

DO YOU
KNOW YOUR
CUSTOMERS




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--Proposal

--Close

--Recap

--Re-New



Proposal

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Story Time.....

Once upon a time

Yesterday

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IT'S ALL ABOUT
RELATIONSHIPS

