



World Vision

For Children. For Change. For Life.

Discovery Sessions that result in Game-changing Deals

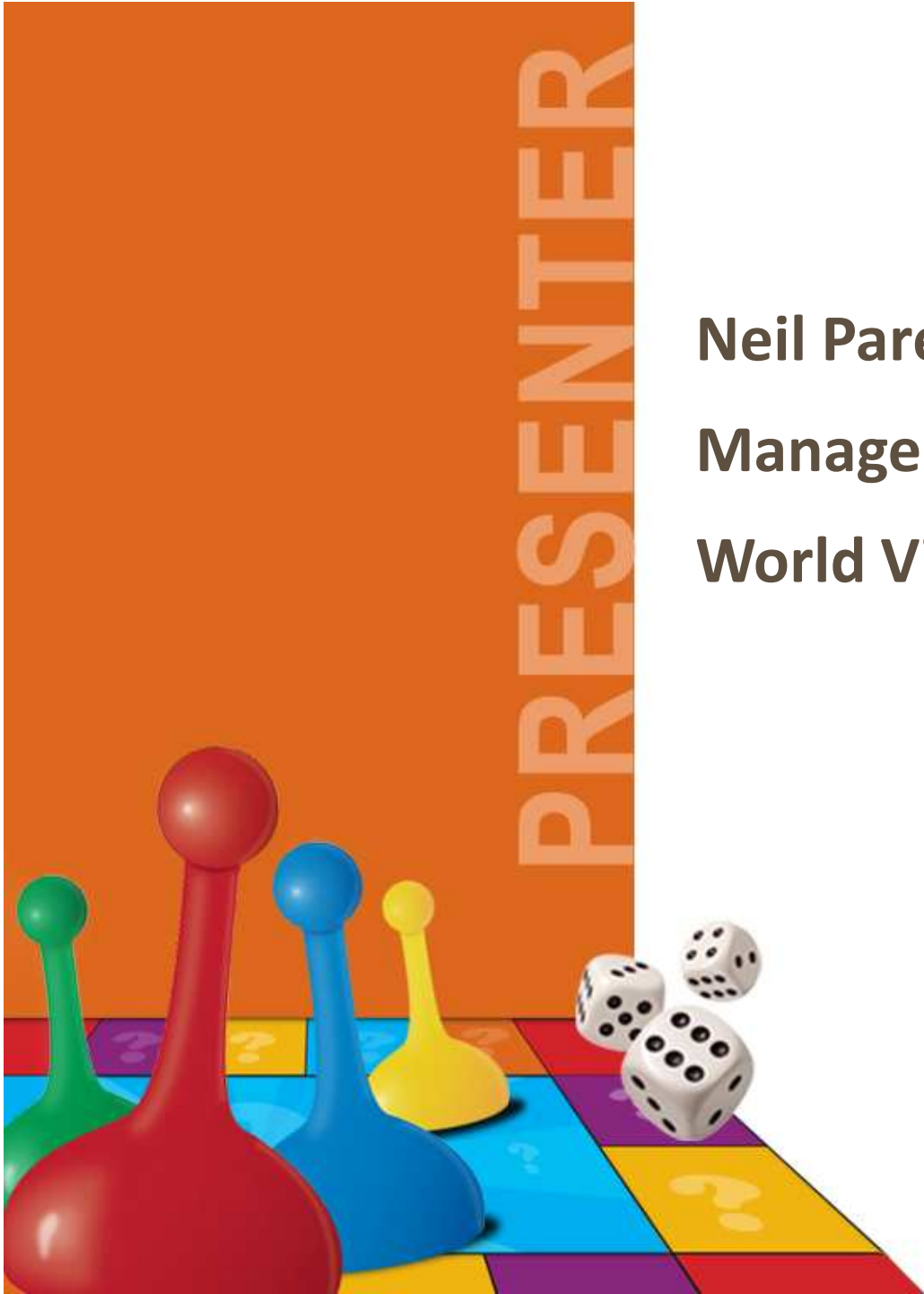
Neil Parekh

World Vision Canada



SMCC
Sponsorship Marketing
Council of Canada
Conseil canadien
sur la commandite

**Western
Sponsorship
Congress**



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Agenda



- World Vision Canada Overview
 - Corporate partnership/sponsorship history
- Discovery
 - approach, do's & don'ts, lessons learned, challenges
- Exercise in pairs
- Case study

World Vision Canada



- Child focused global partnership (since 1950)
 - Active in 100 countries, 40,000 employees worldwide, US\$2.7 billion budget in 2011
- Largest humanitarian relief and development organization in Canada (since 1961); one of Canada's largest non-profits
 - >400,000 donors; Cnd\$400 million budget in 2011
- 80%+ brand awareness in Canada
- Sustainable community development; emergency response; advocacy
- Child sponsorship core “product”





Corporate Partnership/Sponsorship history

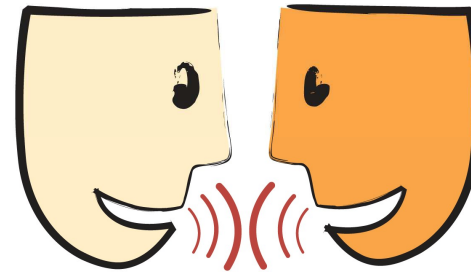
- 2009 launch
- Partnership Group – consultation
- Key properties
 - Gift Catalogue
 - 30 Hour Famine
 - Youth Ambassadors
 - Childview Magazine



Discovery – What is it?



- process in which we uncover common ground
- conversation
- beginning of a journey
- a “first date”, and it may be one of many dates



Face to Face!



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Discovery – What is it?



- Determine what their business is all about
- What are their needs?
- Where do they HURT?
- What other sponsorships have they been involved in?
 - What objectives do they have for their sponsorships?
 - Lessons learned from previous sponsorships? Good / bad ?

Discovery – What it is not



- Discovery is not a pitch!
- Discovery is not about you
- Discovery is not one-sided
- Discovery is not a marriage



Discovery – Why do we do it?



- To listen and learn
- You don't know what you don't know
- To find out who the decision maker(s) is
- Get a second date
- Get enough for a proposal
- Establish the start of a RELATIONSHIP (or not)

What should we be asking/learning?



- What is your business all about?
- Why do you sponsor?
- What's your history with sponsorship?
- How do you measure sponsorship success?
- What do you seek in a sponsorship proposal? Budget?
- What other types of marketing do you engage in?
- What is it about my organization/property that interests you?
- What are your current challenges?

Enemies of Discovery



- Assumptions
- Unrealistic expectations
- Unexpressed needs
- Timing
- Lack of clarity about your role

Enemies of Discovery



- Pressure
- Selling
- Hidden agendas
- Not listening
- Talking too much

Other Challenges to consider



External

- perception of charity “begging for money”
- corporate sponsorship education
- perceived power imbalance

Internal

- term “sponsorship”
- self-interest of property owners
- pitch, pitch, pitch!

Exercise in Pairs



Exercise #1

You represent Canada's largest national summer exhibition. You've been called by a prospective sponsor for a first meeting. The prospect is one of the major fast food chains, and your research indicates that they've been recently moving toward offering healthy menu options. Over the phone prior to the meeting, the Director of Marketing expresses to you a need to sample thousands of consumers next summer.

- Divide into teams of two. One person crafts a scenario in which you are the seller/property, meeting with the sponsor for the first time. Role play **“What should I be asking?”** The other person will play the role of the prospect sponsor.

Exercise in Pairs



Exercise #2

You represent Canada's largest charitable 10km race. You've been called by a prospective sponsor for a first meeting. The prospect is one of the world's largest mass retailers, and your research indicates that they have an image problem. Over the phone prior to the meeting, the Director of Marketing expresses to you a need to shore up her company's public perception.

- Divide into teams of two. One person crafts a scenario in which you are the seller, meeting with the sponsor for the first time. Develop a role play using the “**Enemies of discovery**” listed below. The other person will play the role of the prospect sponsor.

Assumptions

Pressure

Unexpressed Needs

Timing

Lack of Clarity about your role

Unrealistic Expectations

Selling

Hidden Agendas

Not Listening

Talking too much!

World Vision Canada & Visa



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World Vision is the leader in alternative gift giving in Canada



- World Vision was the first organization in Canada to launch a Gift Catalogue in 2002.
- During the Christmas season from October – December World Vision distributes over 6 million catalogues across Canada
- Promotion supported by television, radio, social media



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VISA Goat Promotion



Program details:

- Starting December 1, 2011, VISA will donate \$20 for every goat purchased online with a VISA card.

Marketing support:

- Featured on World Vision Gift Catalogue homepage, goat product page and checkout page.
- Featured on main World Vision Webpage
- World Vision Twitter and Facebook pages
- Media relations outreach



Online Gift Catalogue Home Page



Canada's most meaningful gifts - Windows Internet Explorer provided by World Vision Canada

https://catalogue.worldvision.ca/gifts/Forms/home.aspx?mc=3221603&lang=en

File Edit View Favorites Tools Help

World Vision Canada Home Customer Service Update My Contact Information Update My Credit Card Newroom Contact Us

World Vision Gift Catalogue

Gifts That Change Lives

World Vision

Gift Catalogue Wishlists Group Fundraising Search for an item Go

Your Basket 0 Items \$0 | View Your Wishlist

Giving Cards

- ▶ How Giving Cards Work
- ▶ Buy a Card
- ▶ Redeem Your Card

Gifts that Empower

- ▶ Agriculture
- ▶ Animals
- ▶ Business
- ▶ Child Sponsorship
- ▶ Education
- ▶ Health Care
- ▶ Shelter
- ▶ Water

Gifts for Survival

- ▶ Emergency
- ▶ Kids at Risk

Gifts with Added Impact

VISA Make a greater impact!

VISA will donate \$20 for every goat purchased with your VISA card starting Dec 1st *

Buy a Goat »

*Up to a maximum donation of \$50,000.

Spreading Joy Is Easy

- 1 Choose a gift for yourself or in honour of a loved one.
- 2 Click on Checkout and enter your information.
- 3 Notify the honoree with an e-card or a provided greeting card.
- 4 Spread joy to children and families in need with your gifts.

Why Buy a World Vision Gift?

Simple Gifts Change Others' Lives

Featured Gifts

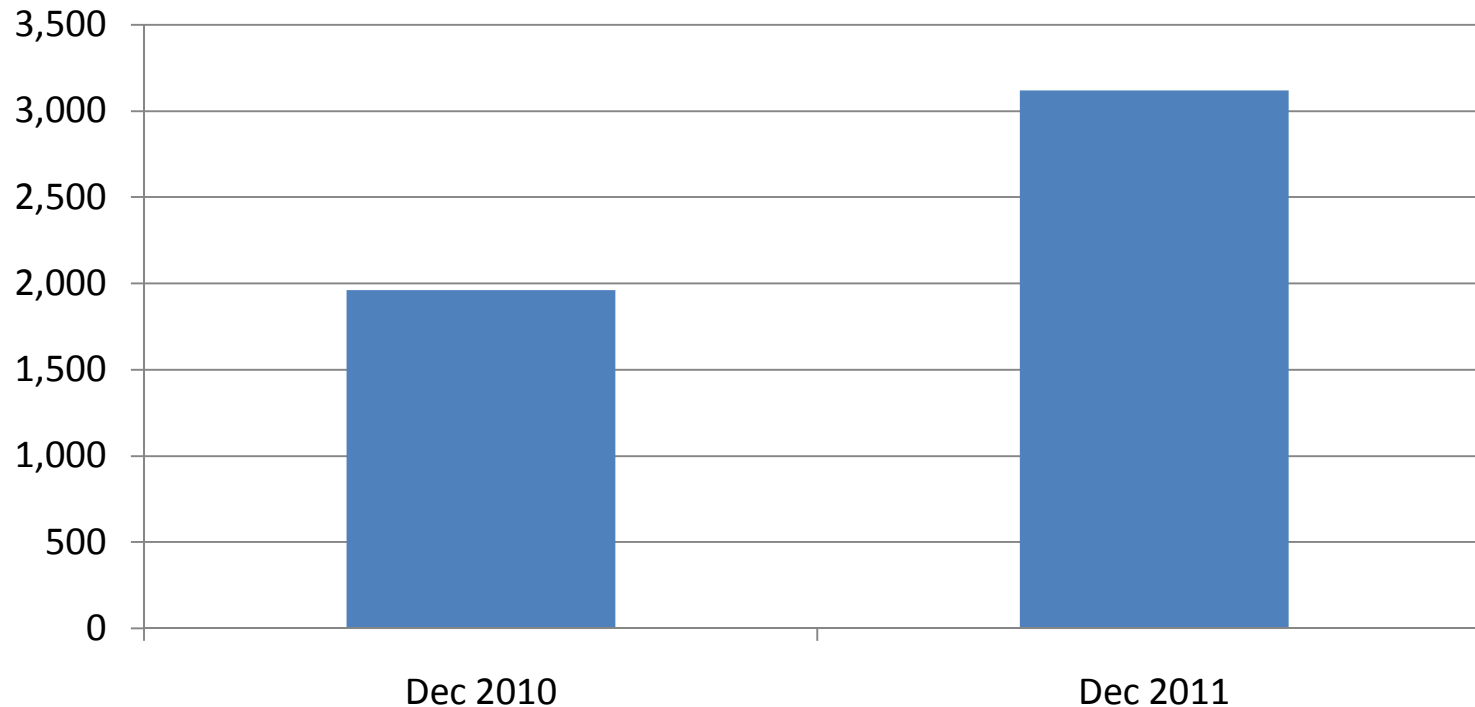
Giving Cards

See the Impact

Done

Unknown Zone (Mixed) 100%

Online Gift Catalogue – Goats purchased using VISA

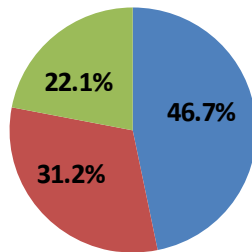


VISA's share of goats rose 59% during the promotional window, which translated into 1150 more goats sold versus 2010.

Gift Catalogue Share

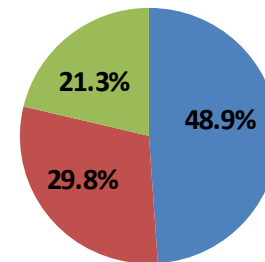


December 2010 GC Transactions by Payment Method



■ Visa ■ Other Credit Cards ■ Cash, Cheque

December 2011 GC Transactions by Payment Method



■ Visa ■ Other Credit Cards ■ Cash, Cheque

For the month of December 2011, VISA gained 2.2% share of total Gift Catalogue transactions vs. December 2010.

Awareness: Facebook



- ✓ Promoted on World Vision Facebook and twitter pages (over 25,000 Facebook fans, 3,500 Twitter followers)
- ✓ Positive feedback from World Vision supporters on social media



World Vision Canada

What's better than two goats? How about 500!!!! For every goat purchased in Dec Visa will donate \$20. That's an additional 500 goats to families in need this Christmas! Find out more: <http://bit.ly/vuXIWo>



Like · Comment · Share · December 1, 2011 at 5:32pm · 🌐

👍 51 people like this.

🗨️ 31 shares



Mikayla Fabi i dont have any \$\$\$
December 1, 2011 at 6:23pm · Like



Eduardo Visconte that's ok Mikayla...next time put away 1 \$ of your allowance each time soon 20\$
December 2, 2011 at 12:09am · Like · 🔄 2



World Vision Canada

It may not be snowing, but it is raining goats! Thanks to your generosity, 500 additional goats are being donated by Visa!



Like · Comment · Share · December 27, 2011 at 11:48am · 🌐

👍 107 people like this.

🗨️ View all 11 comments

🗨️ 3 shares



Silver and Gold Magazine way to go!
December 28, 2011 at 12:26pm · Like



Joanne Richard Very very good!
December 28, 2011 at 6:56pm · Like

Write a comment...

PR Results



- ✓ 11 media stories
- ✓ 3.7 million media impressions

Whitecourt Star

Give a goat

Wed Dec 7 2011
Page: A3
Section: News
Byline: WHITECOURT STAR

What better gift to give than a goat to a family in need?

World Vision and Visa Canada are working to help Canadians make a difference this holiday season.

In December, when Canadians use their Visa cards to purchase a goat, the company will donate \$20 to World Vision, up to \$50,000, according to a press release.

World vision will use the donation to purchase additional goats that will be given to families in need overseas.

Charitable gifts, such as those available through the World Vision Gift Catalogue, are an increasingly common present over the holidays, said the press release.

A recent Harris Decima poll indicates that 74 per cent of Canadians prefer to receive a gift that helps someone in need, rather than a traditional gift such as clothing or electronics.

"We know helping others is an important part of the holidays for many families," says Jane Bargout, a spokesperson for the World Vision Gift Catalogue.

The purchase of a goat from World Vision's Gift Catalogue provides many benefits for a family in need. Families gain the capital of owning a farm animal with the ability to produce offspring. Daily nutrition from the goat's milk helps improve child health and well-being, while excess milk can be sold

Conclusion



The partnership between the World Vision Gift Catalogue and VISA was successful for both parties.

- ✓ VISA successfully increased their share of transactions during the month of December.
- ✓ World Vision saw an increase in the sale of goats, and was able to help more families in need overseas



Questions?