IT NATION

SPARK

INSPIRATION GROWTH

Give Back, Create Brand Awareness & Generate Leads

Presented by Stephanie Kingslien

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Why

By partnering with local businesses and giving back to our community we can make a difference in the community as a whole.

Helps a nonprofit organization better serve their mission

Builds Community Engagement

Generate good sales conversations & opporutnities

Builds Brand Awareness (for both your organization & the nonprofit.

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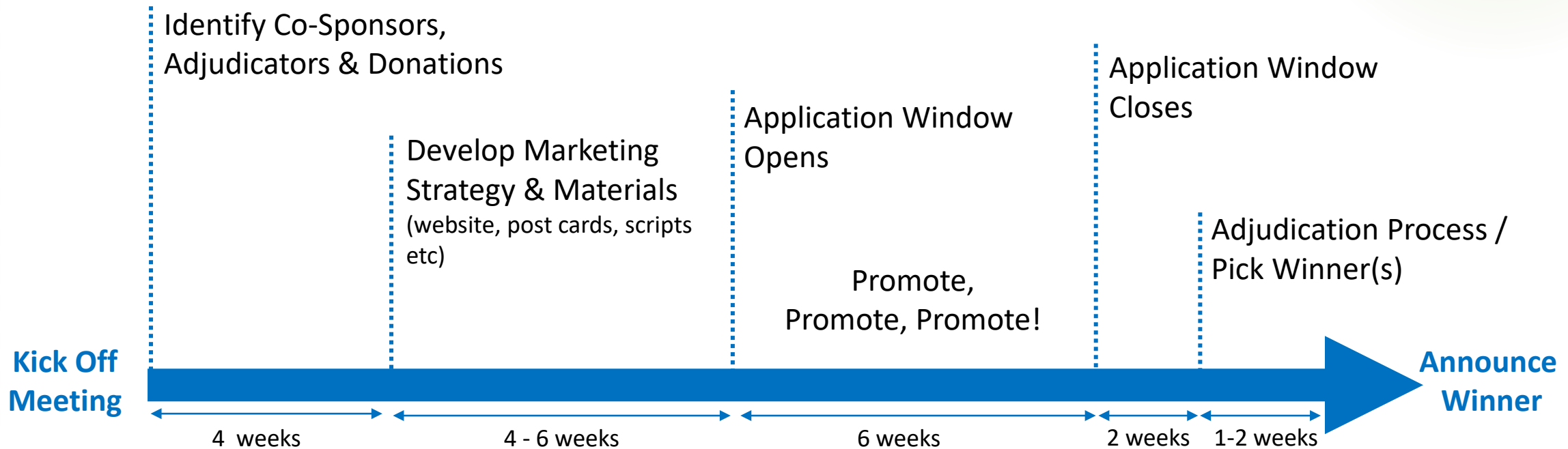
What is the Make A Difference Grant?

An opportunity for nonprofit organizations to apply for free products and services.

We donate Managed IT & Project Services and well as Microsoft 365 Consulting Services.

Our community co-sponsors have donated services such as:

- SalesForce Implementations

- SEO, Keyword, and Lead Generation Deep Dives & Roadmaps

- EOS Implementation & Coaching

- Employee Engagement Platforms Subscriptions

- And more

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High-Level Timeline

Identify Co-Sponsors, Adjudicators & Donations

Develop Marketing Strategy & Materials (website, post cards, scripts etc)

Application Window Opens

Application Window Closes

Adjudication Process / Pick Winner(s)

Promote, Promote, Promote!

Kick Off Meeting

Announce Winner

4 weeks | 4 - 6 weeks | 6 weeks | 2 weeks | 1-2 weeks
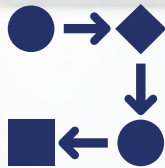
4 - 5 MONTHS

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Lessons Learned

Identify Co-Sponsors

Make a bigger impact with co-sponsors

Start this process sooner rather than later.

Complimenting solutions that are NEEDED in the nonprofit space

Add qualifying questions to the application that will help them choose the winner

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Lessons Learned

Identify Adjudicators

- We recommend having an odd number of judges/adjudicators – this way there is a tie breaker
- Choose 1-2 members from your organization
- Choose a representative from each of the community co-sponsors
- Round-out your panel with community members (i.e. City Council Member, Chamber Members, Nonprofit Association Director(s).
- Schedule the meeting to choose the winner WAY IN ADVANCE!

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Lessons Learned

Identify Donations

What is the Primary Grant?

We recommend making this align as closely as possible with your standard offering

Defining Limitations

Make sure you define the limitations of the grant included length of time, size of organization, etc.

Secondary Prizes/Offerings

Use any pilot or beta programs you are working on as secondary grants or prizes for the runner ups.

For a full list of the terms & conditions we set forth, check out www.mytech.com/grant

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Lessons Learned

Marketing Strategy

Develop a multi channel approach.
(i.e. association emails blasts, post cards, telesales, social media, referrals, etc

Create landing page!
Make the URL simple and easy to remember. One stop for all information. Give visitors a place to subscribe for updates or more information. (www.mytech.com/grant
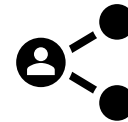
Collaborate with local nonprofit associations.
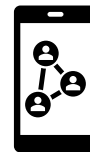Do they have upcoming events you can participate in? Will they promote with their members?

Develop a calling campaign with sales follow up.
Who will do the calling? Where will you get the list?

Share with your clients.
Ask them to share with their networks.

Help your own team members promote to their networks.
Have them share your posts on their social channels. Be prescriptive and ask!

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Lessons Learned

Building the Application

Discuss Application Requirements
Must be submitted by a member of the applying organization with Executive Director's knowledge. Have an Executive Director email (for authority)

Add Questions for the Co-Sponsors
You may need to know additional information to qualify the organization for some of the Co-Sponsors donations.

Probing Questions: Develop questions to help you understand the maturity of the organization, and how much impact the grant will have?

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Lessons Learned

Promoting & Follow Up

Calling Campaign

- Caller doesn't need to be your most experienced sales team members; this is less of a sales call and more informational.
- Offer to send information, an get an email address – that way you can send reminders and follow up.
- Use a call follow up template. What if the organization falls outside of the limitations, what happens next? Have this plan ready to go ahead of time.
- Offer to consult on filling out the application.

Once an organization has applied – Keep in contact

- Confirm their application (email, call, etc) Make sure you start promoting the awards event (Must be present to win? RSVP?)
- Do you have any clarifying questions about their application?

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Lessons Learned

Preparation Is Key

- Set the judging expectations for community impact and organizations that are able to leverage your services. Are they at the right level of maturity?
- Allow ~4 hours to review all the applications, pre-score them, and write any notes prior to coming to the adjudication meeting.
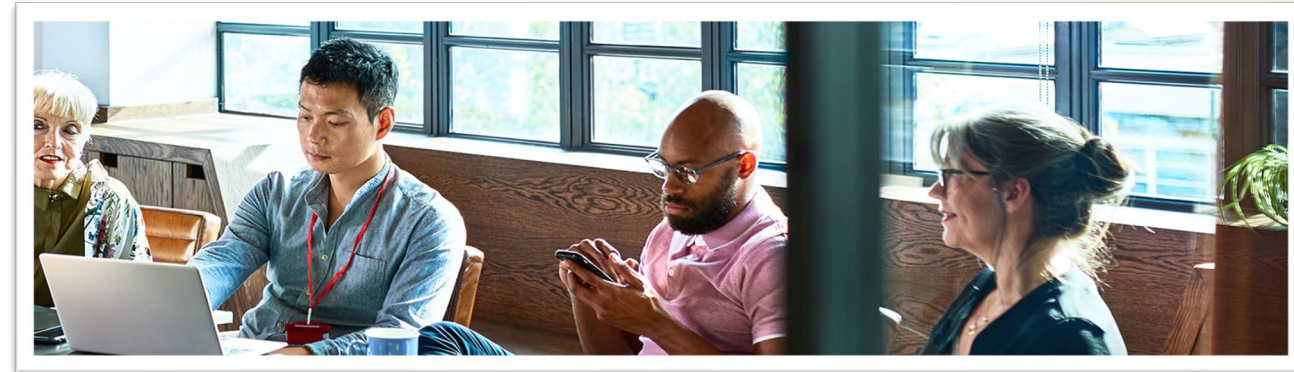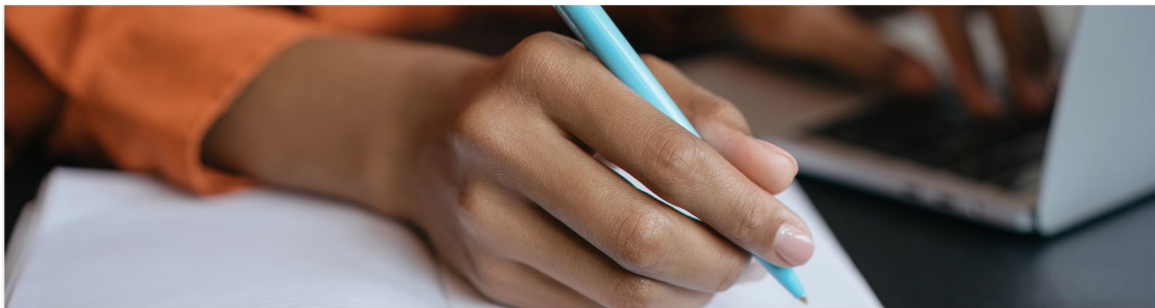
Deliberation Session

- Expect the judging collaboration session to last anywhere from 4-5 hours.
- Plan to pick an alternate for the primary grant recipient.
- Feel free to give feedback to Co-Sponsors on their selections, however they can deliberate further after the session.
- Lean on the insight from the Community Member Representative

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Lessons Learned

Award Ceremony

Attendees

- Verify winners have RSVP'd for the event (if you are requiring attendance to win
- Encourage organizations to have more than one attendee.
- Give organizations a heads up to have a 30 sec to 1 min overview of their organization prepared to share, should they win.

Judges/Guest Speakers/Presenters

- Each adjudicator/judge shares one thing that they were particularly looking for in the winner
- Invite a guest speaker(s), preferably a nonprofit client or previous charity client that can/will speak to the impact that your services have made to their mission.
- Invite your Team! This is a celebration and the whole team should be there!
- Don't forget to give an overview of each donation – what is the value – not just dollar amount. This may peak an organizations interest, even if they are not a recipient.

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After the Event
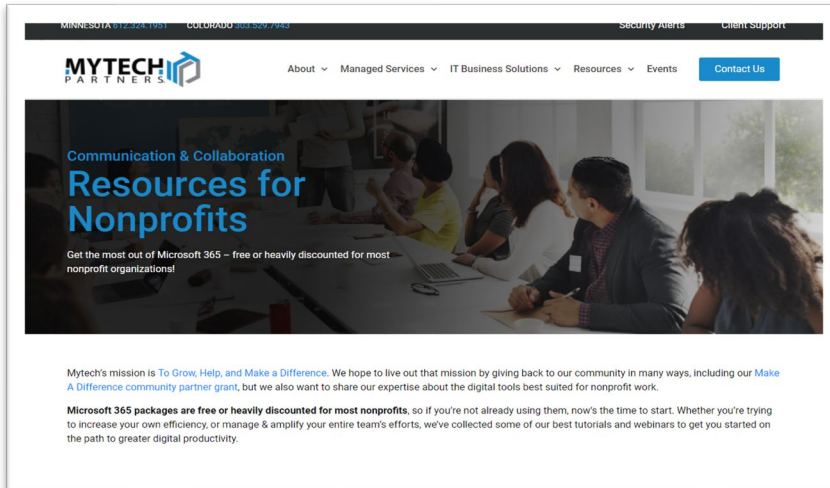
Nonprofit Resource Page
Do you have something to offer to the nonprofit organizations who were not chosen? Resources, education, etc? Not a FREE ASSESSMENT!
www.mytech.com/nonprofit

Telling the Story
Connect with the winning organization's marketing/outreach team. Discuss developing a case study about their organization, and how the grant helped them better serve their mission. FOCUS ON THEM!

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After the Event

- **Assign winners to a sales rep** – and provide expected follow up details
- Grant winner – follow-up to **set meeting with ED** (especially if they were not present at the awards event).
- Go through your normal sales process. Set the expectation, that the **annual roadmap needs to be delivered to the board of directors for budget approval.**
- **Be conscious of their timeline.** They may have another MSP that they need to finish out their contract with.

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Bonus Results

New Client Acquisitions

3 MaD Grants

4 New Clients

25K Net New MRR

130K Project Revenue

- 7-8 organizations were smaller than our minimum target – referred to other partners
- We've done some project only work with 1-2 of the potential clients (still in the pipeline)

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Are you up for the challenge?

Plan your MAD Grant!

Checkout www.mytech.com/itnation to download all of the templates to get you started!

Promote using
#makeadifferencegrant

Share your results with us next year!

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Questions?

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Don't forget to fill out your

SESSION SURVEY

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