



Growth Owl Academy  
Essentials of Corporate Support  
Online Course Outline

## **Module 1: Corporations 101 & Preparing for Outreach**

### **Objectives**

- Understand why corporations support nonprofits and other purpose driven organizations
- Know exactly where to go for corporate support within a corporation
- Understand the nuances of corporate support and how to navigate the journey
- Build your ideal corporate sponsor/funder profile
- Perform effective corporate decision maker research tools with best practice techniques
- How to keep a positive mindset and build your outreach stamina

### Module 1 Classes:

Corporations 101 & Preparation  
Building Your Sponsor/Funder Profile  
Company Research  
Decision Maker Research  
Preventing Progress Hijacks  
Corporate Depth Perception (Stamina)

## **Module 2: Outreach and Communications**

### **Objectives**

- Craft an optimal first outreach message
- Understand the power of brevity and connection
- Know how often to reach out and what to say to decision makers
- Gain powerful insight into relationship building
- Be prepared with essentials for your first meeting
- Learn the successful techniques for how and when to follow up

## Module 2 Classes:

Creating Your First Outreach Message  
Messaging that Works  
Outreach Strategy  
Getting to Know Your Decision Maker  
Preparing for Your First Meeting  
The First Meeting & Follow Up

## **Module 3: Proposals, The Ask, and Follow Up**

### **Objectives**

- Write an effective proposal for corporate support
- Prepare a presentation with proven techniques of influence
- Understand effective principles of persuasion
- Manage internal expectations within your organization
- Committing to new funding activities as you await a decision
- Realize your strengths and quell your challenges as a fundraising and sponsorship development professional

## Module 3 Classes:

Creating Effective Proposals  
Presenting the Proposal  
The Power of Persuasion  
Managing Internal Expectations  
Prospecting (Keep Fishing)  
Self-Fulfilling Prophecy

*Note: There is a quiz at the end of each module that requires a score of 71% of higher to advance to the next module.*