

Nonprofit

Case Study

The Challenge

A challenge many nonprofits have is accomplishing their corporate fundraising goals with limited resources. Oftentimes, finding the budget to hire inhouse for additional marketing and development needs isn't feasible.

Shaney jo Darden, founder of Keep A Breast Foundation (KAB), needed help connecting with companies interested in supporting their mission.

She knew that direct outreach through email was a great approach to connect with great brands, but they weren't sure where to start. Building a cold email campaign from scratch was a challenge, and they needed outside help to meet their goals.



Keep-A-Breast.org

Keep A Breast's mission is to empower young people around the world with breast health education and support. They've partnered with companies like Bare Minerals, Forever 21, Dr. Axe, Go Macro, and many more.

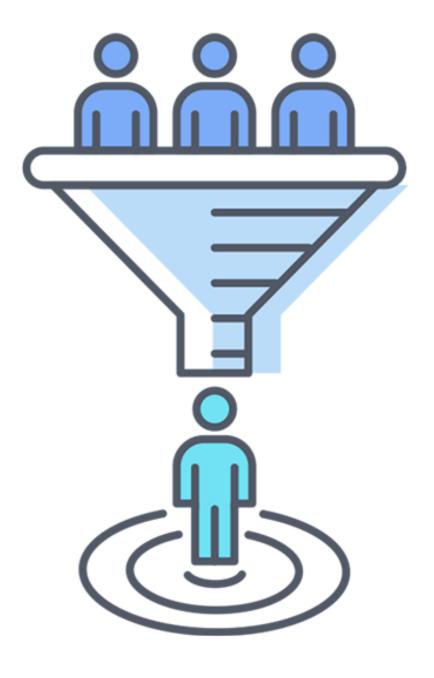


The Solution

We met with Shaney jo to learn more about what the ideal partnership looked like. She wanted to connect with companies serving female audiences who also carried non-toxic products. They also needed to believe in the KAB mission.

We created an Ideal Partner Profile to filter and qualify companies. Then we built a list of companies, identified decision makers at those companies, wrote the email copy, and sent out the emails for Shaney jo.

We handled all of the email responses, and all she had to worry about was showing up for the phone calls we scheduled for her.





A Few of the Companies They Connected With

























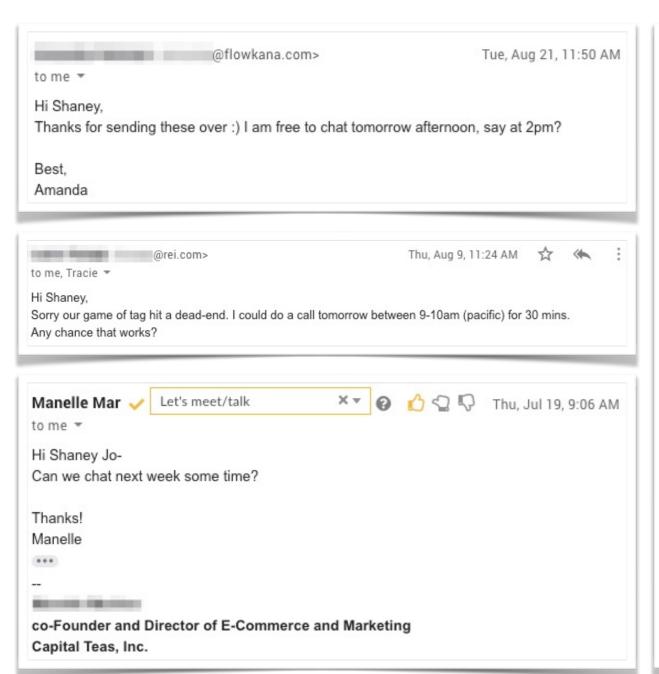


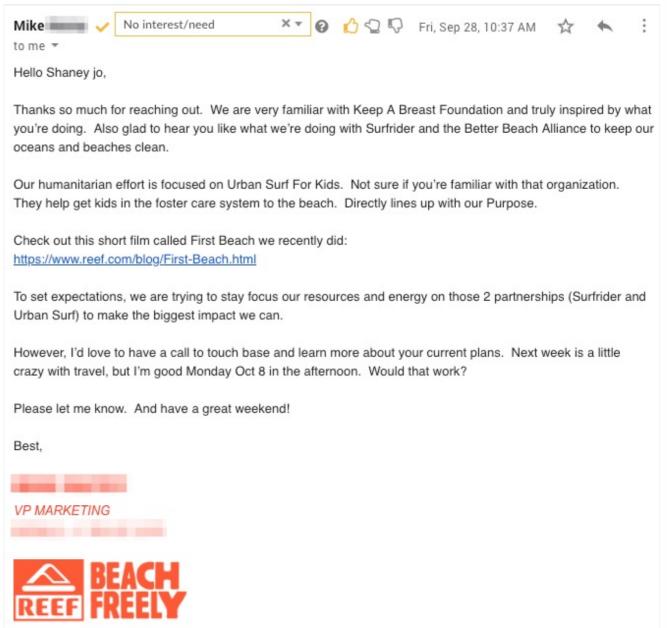






Email Responses

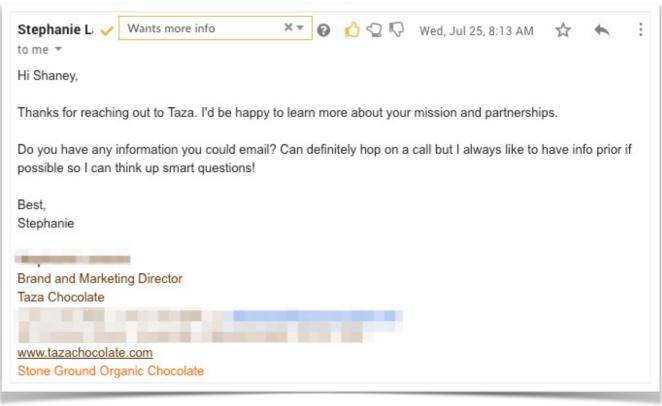


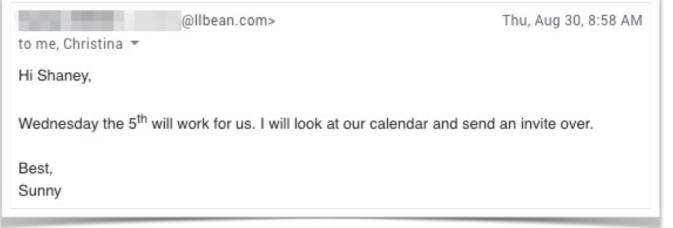




Email Responses









Testimonial







Shaney jo Darden

Founder Keep A Breast Foundation





"Partnerships and collaborations are the largest form of revenue for Keep A Breast. As a small nonprofit organization, I wear many hats and don't have the time to spend pitching. Working with Blissful Prospecting has allowed me the time to focus on making the partnerships come to life and bring them more value. The Blissful team really gets us and are able to capture our unique voice in the outreach!"



Need Help Increasing Your Impact?

We help nonprofits find and connect with corporate partners who align with their mission. If your nonprofit does product collaborations, sponsorships, in-kind donations, or any other type of corporate partnership, we can help you out.

You can find more information at **BlissfulProspecting.com/ Nonprofits**.

Or send us an email at <u>jason@blissfulprospecting.com</u> and we'll be in touch shortly to set up a time to talk about your goals.

