



Blissful
PROSPECTING

SOLES 4 SOULS
WEARING OUT POVERTY®

Nonprofit

Case Study

The Challenge

A challenge many nonprofits have is finding corporate partners outside of their traditional industry verticals.

Pattie Graben, Vice President of Corporate Development at Soles4Souls, needed help connecting with companies outside of the shoes and apparel industries.

Corporate partnerships are a very successful fundraising strategy for Soles4Souls. But they were having challenges breaking into corporations they didn't have personal connections with.

Another challenge was finding the bandwidth to prospect.

**SOLES
4
SOULS**

Soles4Souls.org

Soles4Soul's mission is create sustainable jobs and provide relief through the distribution of shoes and clothing around the world.

They've partnered with companies like DSW, Adidas, Foot Locker, New Balance, Bank of America, Columbia, and many more.

The Solution

We met with the development team at Soles4Souls to learn more about what their ideal partner looked like. They already had a good foundation in shoes and apparel. Breaking into the Fortune 1000 and large retail companies outside of the shoes/apparel industries was their biggest focus.

We created Ideal Partner Profiles 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 on behalf of Pattie.

We handled the email responses and coordinated calls onto their team's calendar.



A Few of the Companies They Connected With



weightwatchers
reimagined

**EILEEN
FISHER**

Hanna Andersson

AvalonBay
COMMUNITIES



REPUBLIC
SERVICES

Auto
ZoneSM

Stop & Shop[®]

The logo for Stop & Shop features a stylized bowl filled with various fruits, including a red apple, a green leaf, and a purple grape. Below the bowl, the text "Stop & Shop" is written in a purple, sans-serif font.

Hertz[®]

TILLYS

Blissful
PROSPECTING

The logo for Blissful Prospecting features a stylized blue flower icon with five petals. To the right of the icon, the word "Blissful" is written in a bold, sans-serif font, and the word "PROSPECTING" is written in a smaller font underneath.

Email Responses

[Redacted]@ww.com>
Mon 9/30/2019 9:09 AM
Pattie Graben; [Redacted]@weightwatchers.com>; [Redacted]@ww.com ✓
[Tuesday at 3pm](#) works. Can you set a dial in #?
Thank you,
[Redacted]

[Redacted]@tillys.com>
Fri 8/23/2019 4:09 PM
Pattie Graben ✓
Hi Pattie,
Thank you for reaching out. I work with [Redacted] on the marketing team at Tillys, and would love to connect with you to better understand areas of alignment.
Are you available mid next week for an intro call? Here are my avails:
Tue 8/27: 9-10am PT, 12:30-1pm PT
Wed 8/28: 9-10am PT, 1-2pm PT
Let me know if you have an open window here.
Thanks,
[Redacted]
[Redacted]
Sr. Brand Manager
Tillys Inc.
[Redacted]

[Redacted]@stopandshop.com>
Mon 8/26/2019 9:08 PM
Pattie Graben; [Redacted] ✓
Hi Pattie,
Responding on behalf of [Redacted]. [Might you have time for a quick call this week?](#) I am available for much of the day on Friday.
Let me know, and thanks for reaching out.
Best,
Jen
--
[Redacted]
Director of External Communications & Community Relations
[Redacted]

[Redacted]republicservices.com>
Fri 9/27/2019 2:28 PM
Pattie Graben; [Redacted] ✓
Thank you Pattie for the email. We appreciate all the great work that you guys do in the community. I would be happy to schedule a few minutes to touch base with you on your work and see how we could potentially collaborate.
My next couple of weeks are crazy- how is the week of October 21st- please send me a couple of dates you might be available? Thanks!

Email Responses

[Redacted] <[Redacted]@autozone.com>
Fri 10/11/2019 2:05 PM
Pattie Graben; [Redacted]

So sorry, I must have skimmed over this email.

I have sent a calendar invite for Thursday, [October 17 at 1 PM](#) with conference call instructions. Please let us know if there is anything we can do for you prior to our meeting.

So sorry again and we look forward to speaking with you.

All the best,

[Redacted]
Community Relations, Customer Satisfaction



[Redacted] <[Redacted]@fabletics.com>
Thu 10/17/2019 5:36 PM
Pattie Graben; [Redacted]

Hi again Pattie!

I just checked your calendar and 10:30PST on Wednesday October 23rd looks open for your team and us as well! I'll send everyone an invite for 10:30am!

Thank you so much for your flexibility – We can't wait to connect!

Have a wonderful week!

Best,

[Redacted]
PR & Brand Partnerships Assistant
FABLETICS By TechStyle

[Redacted] <[Redacted]@hertz.com>
Thu 10/3/2019 4:12 PM
Pattie Graben; [Redacted]

How about next Friday, the 11th at 10:30am?

Thanks

[Redacted]
Director, Corporate Social Responsibility

[Redacted]

The Hertz Corporation



Testimonial



Pattie Graben

VP Corporate Development
Soles4Souls

"We've traditionally had a lot of success with shoe companies. But we've been having a hard time breaking into large enterprises and retail companies outside of shoes and apparel. We don't have many connections at companies in these industry verticals we really want to work with. We hired Blissful Prospecting to help us and they've been awesome! They've helped us break into Fortune 500 companies and some of the largest retailers in the United States. And since they're setting the appointments, it doesn't take up too much of our development team's bandwidth."

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 jason@blissfulprospecting.com and we'll be in touch shortly to set up a time to talk about your goals.