



Corporate Partnerships:

Your 90-Day Launch Plan

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Maybe you've had a few scattered conversations that never quite
turned into anything.

Maybe you haven't started at all.

Either way, it's not about effort or your mission

It's that no one ever handed you a system for this.

My promise to you

Walk away knowing what to do next

01

Start with clarity

Know what to lead with and how to approach different kinds of companies

02

Build a stronger pipeline

Leave with 5-10 companies that are worth your time

03

Feel more confident in outreach

Know how to begin the conversation and navigate the relationship

04

Lead the process clearly

Use a simple system and know how to keep the board aligned

About Me

Ani Manavyan, Catalina Impact

- I help small and mid-sized teams build corporate partnerships that fit their size, mission, and capacity
- 15 years of experience
- Built corporate portfolios that generate seven figures a year

I keep about 100 orchids — which has taught me more about patience and the long game than any fundraising book has.



INTRO

BEFORE YOU BEGIN

THE FUNDAMENTALS OF CORPORATE ENGAGEMENT

How Decisions Get Made

Every company makes decisions differently

Small Company

Owner

Often makes the
decisions directly

Mid-size Company

General Manager

Approves the partnership
or recommends it
internally

Large Company

HR • Marketing •
Community Affairs

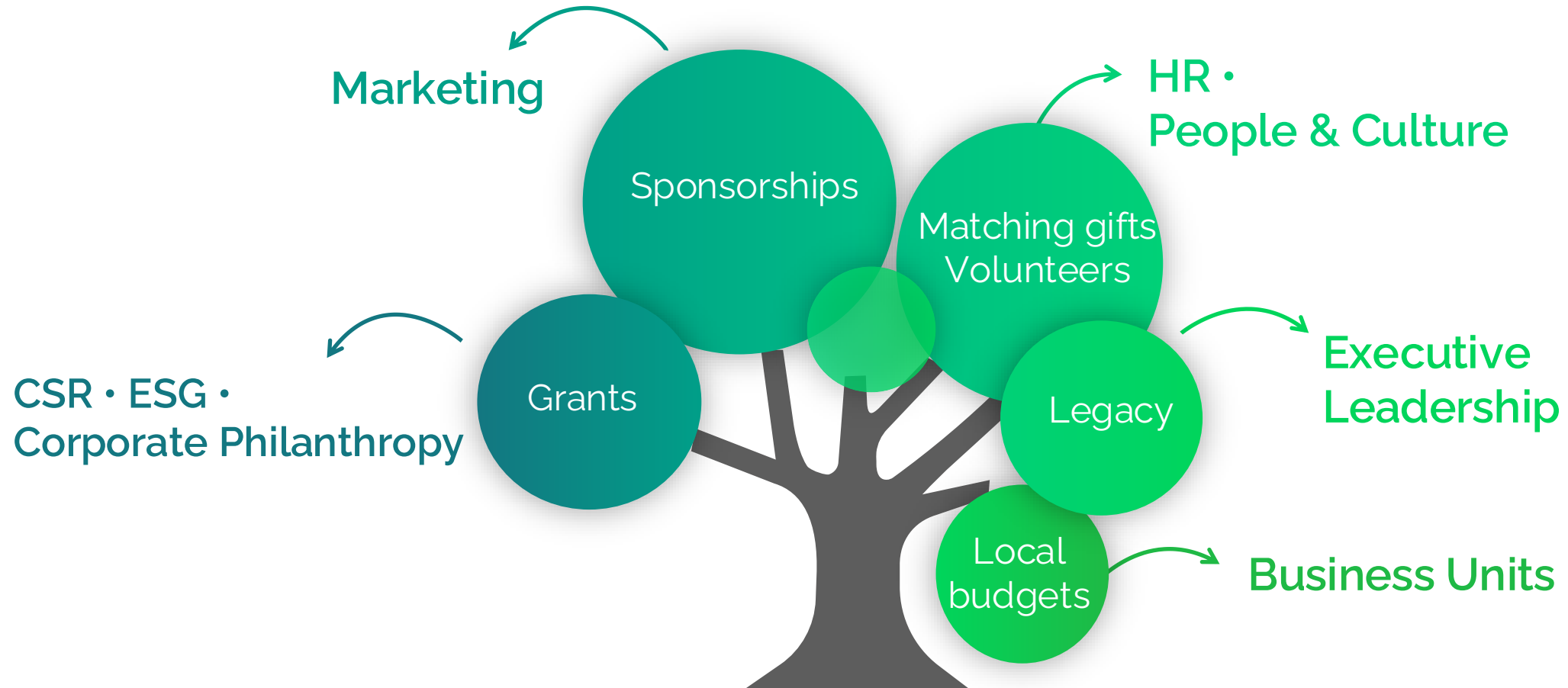
Each may see a different
reason to support the
same opportunity

You don't need to deliver a perfect pitch.

You just need to understand how many people your idea has to move through.

Choose the Right Entry Point

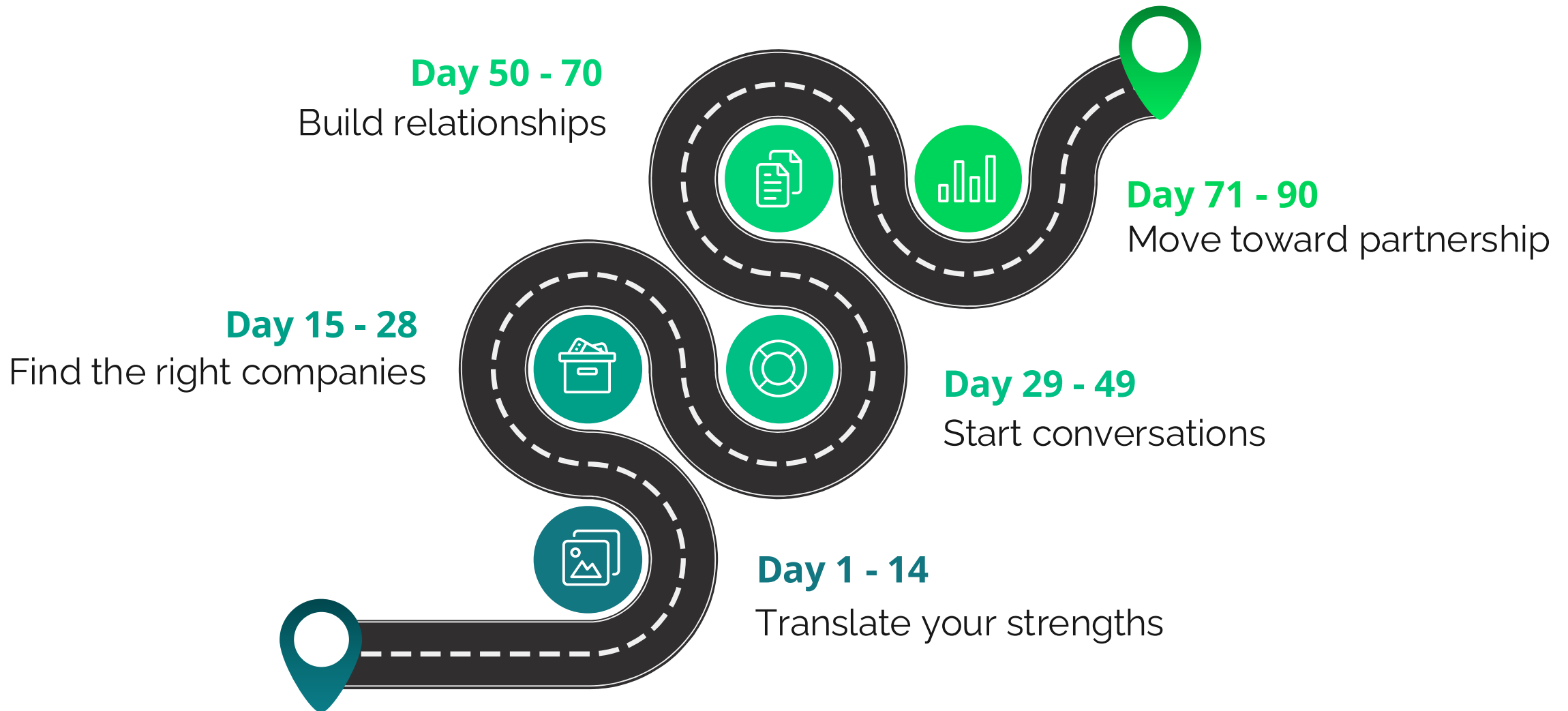
Different opportunities begin in different parts of the company



Your job isn't just finding the company. It's finding the right door.

Your 90-day Roadmap

A practical plan that fits your capacity and time



WEEKS 1-2

PHASE 1

TRANSLATE YOUR STRENGTHS

What Companies Look For?

Your product isn't the program. The outcome is.



The Opportunity

Companies rarely invest because a program exists.
They invest because it creates an outcome they value.



Examples

Workforce readiness • Employee wellbeing •
Community resilience • Healthier neighborhoods •
Brand connection and exposure



Your Goal

Start with the outcome.
The program comes second.

Translate One Mission into Three Languages

How your program supports their goals

Grow the business
while supporting the
local community

Owners • GMs

Business value •
Community relationships

Support employees and
boost community
engagement

HR • Community Affairs

Employee engagement •
Volunteering • Wellbeing •
Community impact

Increase visibility and
strengthen the company's
reputation

Marketing

Brand awareness •
Storytelling •
Audience reach

WEEKS 2-3

PHASE 2

BUILD YOUR PIPELINE

How To Approach Small Markets

Don't look farther, look differently



#1 Look beyond the obvious corporate names



#2 Think about the businesses that keep daily life running



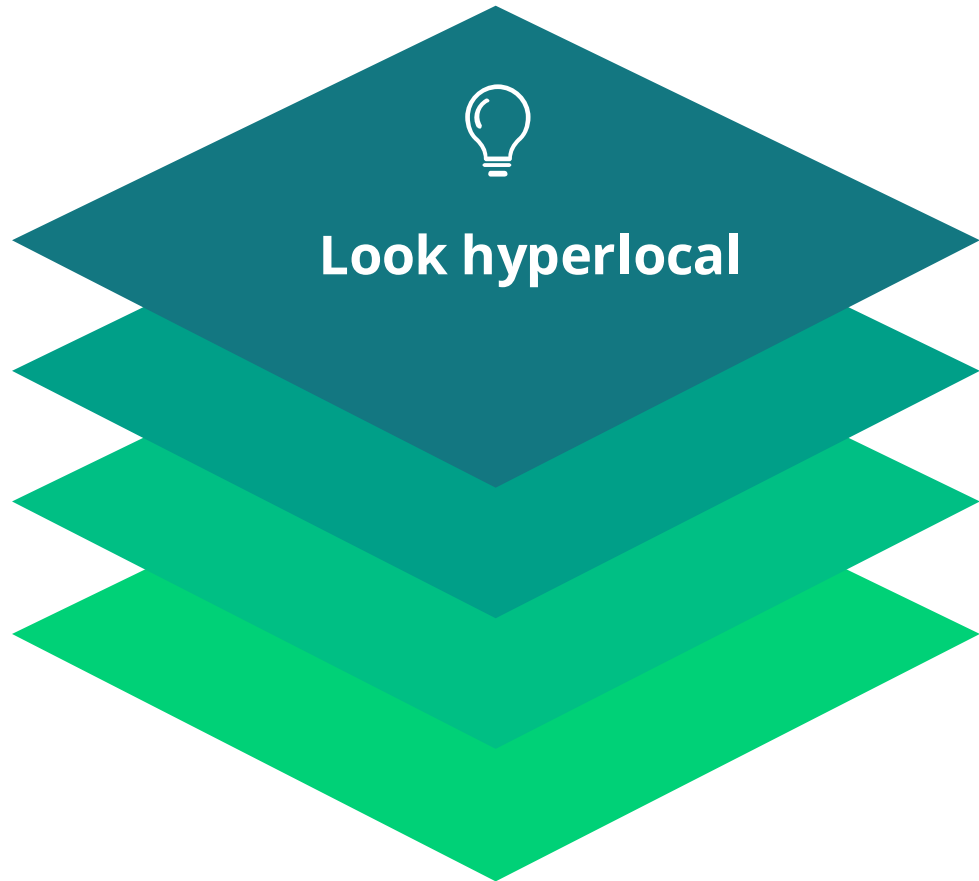
#3 Regional employers your community depends on,
even outside your area



Examples: Local banks • Credit unions • Utility companies • Grocery chains • Agricultural business • Hospitals • Co-ops

What To Do In Big Markets

Start with the block you're standing on



**When you're surrounded by companies,
narrow your search before you expand it.**

- Businesses within walking distance of your offices or program sites
- Companies serving your neighborhood or your constituents
- Vendors and suppliers connected to organizations you already know
- Email domains in your donor, volunteer, or participant data

The strongest prospect is often much closer than you think.

A Simple Way to Prioritize

Before investing your time



01

Alignment

Does your work connect to something they already care about?

02

Access

Can you identify at least two people who could help move the conversation forward?

03

Action

Is there a small first step both sides could realistically say yes to?

WEEKS 4-7

PHASE 3

FIRST STEPS IN ENGAGEMENT

First Outreach

Ask, don't pitch



The first meeting

Lead with curiosity, not your pitch.



The approach

If you understand their priorities first, your ask will be smarter later.



The goal

Leave them with something **useful and actionable**, not just your enthusiasm.

QUESTIONS

- What is your focus for this year?
- What are you trying to accomplish right now?
- Where do you see unmet needs or gaps?

Read Silence and Objections as Information

These responses tell you what you may need to change

No response

- Don't just "follow up"
- Give them a reason to re-engage
- Share something new or invite them to something
- Make the next step easier, not bigger

"We need more time"

- What timeline would feel more realistic?
- When would it make sense to reconnect?
- What could we build toward in the meantime?

"We already support this area"

- Where are the remaining gaps?
- What would make a relationship worth building over time?
- Where does our organization bring something different?

Each response helps you understand how the partnership might develop.

WEEKS 8-10

PHASE 4

DEEPEN THE RELATIONSHIP

What Is Different About Building Corporate Relationships

Build beyond one person

How to think about the company

- At a small company, one person may carry the relationship.
- At a larger company, different people will champion, approve, and implement the partnership.
- People change roles. Priorities usually change much more slowly.

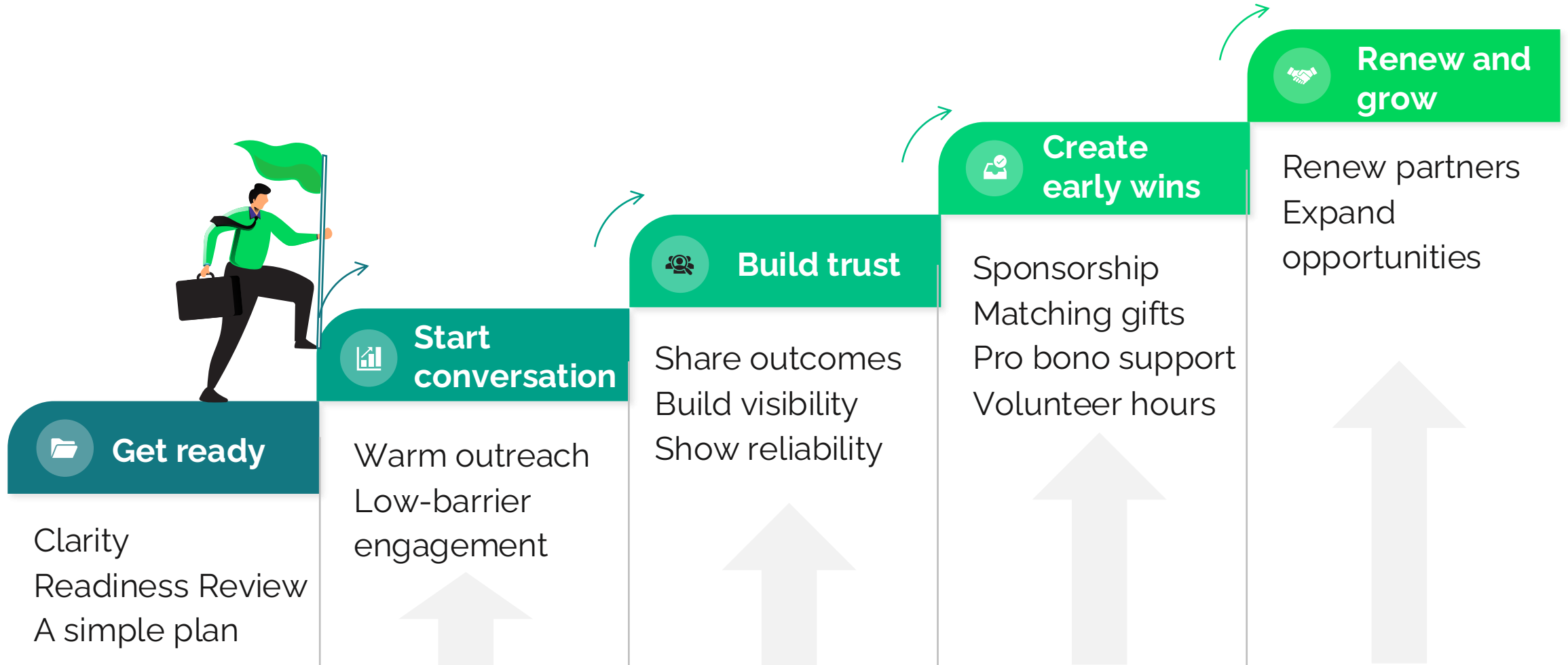
Your job is matching

Build your relationship around something the company already cares about, not just the person who opened the door.



The Relationship Journey You Are Building

You are not building toward one ask – it's an ongoing relationship



Know the Corporate Planning Cycle

Conversations begin before funding becomes visible

Planning Takes Shape

- ✓ Community priorities emerge
- ✓ Budgets begin to take shape
- ✓ Planning for next year

Funding Becomes Visible

- ✓ Final allocations
- ✓ Year end giving
- ✓ New partnership opportunities

Listen & Learn

- ✓ Build relationships
- ✓ Understand priorities
- ✓ Begin conversations

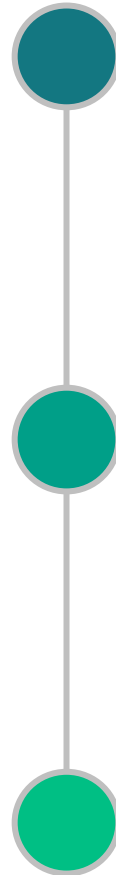


By the time a funding opportunity is public, the decision has usually already started.

Bring Your Board Along

Manage the internal journey

- Do not bring the board in at the volume stage. Bring them in at the leverage stage.
- Teach the board what early traction looks like.
- Move from informing, to preparing, to involving.



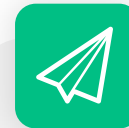
Day 30

"Here's who we've talked to, and what we're learning"



Day 60

"This is gaining traction. There may be a role for you soon"



Day 90

"We are at the table. Now's the time to help move forward"

WEEKS 11-12

PHASE 5

TOWARD YES

Know the Three Yeses You Need

Each person helps with a different task

DECISION-MAKER



Should we invest?

Determines whether there is budget and internal support

CHAMPION



Why we need this?

Believes and advocates for this relationship

IMPLEMENTER



How do we make this happen?

Ensuring that the logistics are in place

The partnership moves forward when each person has a reason to support it

When They Say Yes

Think beyond the meeting and the moment



“What would make this partnership most valuable to your organization?”



“Who else should we include as we continue the conversation?”



“What else could we do to make this program even stronger or help it grow?”

Use the momentum to open the next door.
Don't leave with just a meeting. Leave with direction.

BEYOND THE 90 DAYS

BONUS

KEEP THE MOMENTUM GOING

What Success Looks Like

The first 90 days are about momentum

01

Connections

Companies
know who
you are

02

Relationships

Relationships
continue
beyond a
single meeting

03

Engagement

Volunteers,
in-kind support,
pilot projects

04

System

A repeatable
process you can
use again with
more confidence

The next 90 days should begin from momentum, not from zero

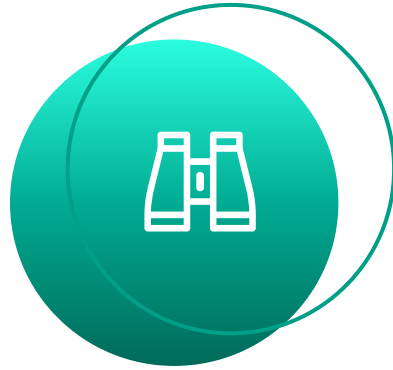
You Are Not Launching

You are positioning



DAY 1

An unfamiliar name
on a long list



DAY 90

A recognized name in
the room when your
next budget is decided



YOUR PIPELINE

A repeatable system
you can run again



YOUR CONFIDENCE

Clear on how to move
any conversation forward

Keep Building After Today

Practical Ideas. Real results.

Catalina Impact Newsletter

- ✓ **Short, practical, and focused** - no fluff, just what works
- ✓ **Tools, examples, and simple next steps** you can apply immediately



Stay ahead

Subscribe for real ideas that help you build partnerships that last

bit.ly/CatalinaNewsletter

Ten Corporate Partnership Myths Worth Letting Go Of

- ✓ The mindset shifts that clear the way for stronger corporate partnerships
- ✓ **Free Resource** that challenges assumptions. Open the door for **bigger partnerships.**



Instant download

Walk away with ideas you can use this week.

bit.ly/10CorporateMyths

THANK YOU!
Thank You!

www.catalinaimpact.org