

# INSID& OUT

Hello, and welcome to our Autumn Newsletter.

Corporate Partnerships are nothing new to the charity sector, but as organisations continue to compete for resources in an already saturated market, new and innovative ways of raising awareness and money must continue to be sought and developed.

Charities have had to become more commercially savvy and the private sector has had to present itself as being more value-orientated. One way of doing this is through the development of Brand Licensing relationships, a win win situation for all involved when orchestrated correctly.

We spoke with Anthony Davison, National Partnerships Manager at St John Ambulance, to find out more about Brand Licensing Partnerships, what makes them potentially lucrative for all concerned and the associated pit falls.

Anthony is a Marketing and Business Development professional with 18 years' experience gained working for a major international bank, and in various retail and wholesale banking roles. He has been working in the third sector since 2012 and has been at St John Ambulance for almost 3 years. Over to you Anthony...



Jessica Stoddart,  
Relationships Manager

## A Licence to Thrill



“Whilst not essential, the more successful partnerships make sense in the public eye with a clear link between the product sold and the charitable cause.”

**In this issue we talk to Anthony Davison, National Partnerships Manager at St John Ambulance, about Brand Licensing Partnerships and what makes them potentially lucrative.**

usually restricted to a particular project or service, Brand License income is unrestricted with typical terms of three to five years – with the option to roll continuously. Aside from income, Brand License offers a charity increased brand profile and another way to communicate campaign messaging on packs in store.

### What is a Brand License Partnership?

Brand License is where one organisation effectively sells the use of their brand and brand profile to another for a fixed term and fee – usually gaining product credibility and increasing sales through either a sole or joint-branded product. For charities this offers an opportunity to leverage the strength of their brand to generate new unrestricted revenue.

**Brand Partnerships are becoming increasingly popular, why have you embarked on this particular form of partnership?**

**With increasing pressure on traditional forms of fundraising income we have sought to leverage our historic and trusted brand**

### How do Brand License Partnerships differ from other corporate relationships? What are the benefits?

The closest comparison to Brand License in the charity sector is Cause Related Marketing (CRM), whereby a corporate brand or product references a charity on their advertising and packaging with a benefit to the charity (i.e. 10p per pack sold will benefit this charity). Unlike CRM deals, which are often short-term and income generated and

to create new income with a level of longevity. Additionally, we launched the Brand License programme knowing that



alignment with particular products or brands would help us raise or reposition our brand profile in the public eye, whilst giving us another communication channel.

An example is our partnership with Kinetik, an innovative health technology company, which helped us be perceived as a modern charity embracing technology whilst allowing us to have first aid guides in their packs and reach more people with first aid advice.

**What factors influenced you in deciding which brands to partner with?**

## Reputation is key and the risk with any Brand License deal is that you gain income whilst devaluing your brand.

We have been particularly careful in working through a process of identifying which product areas we would be comfortable having our brand associated with and are relevant to our cause; then which corporates in those product segments we would want to be associated with. This due diligence process is essential and requires stakeholders from across the charity to be involved.

**What are the key components that make up a successful partnership and what are the challenges that can be faced?**

Whilst not essential, the more successful partnerships make sense in the public eye with a clear link between the product sold and the charitable cause.

One of the greatest challenges is working with the corporate partner to apply the charity brand to a commercial product, ensuring that the brand is appropriately portrayed with the end outcome still an attractive retail item – this is sometimes a strain on brand guideline flexibility.

**Do you see this as an area that will continue to grow within the sector?**

Yes, I think it is an important consideration for future income growth.

## Not all charities of course have a brand that can be leveraged in this way,

and it is something that some Trustees are reluctant to do because of the potential reputation risk and the perceived commercialisation of their brand.

**Would you have any advice for other organisations thinking about moving into this form of fundraising?**

It is vital to understand that although not an official endorsement of a product it is very much an inferred one.

## Although all legal liability lies with the corporate, partnering with the wrong corporate or product holds huge reputation risk to the charity.

Again, a rigorous due diligence process and stakeholder involvement is essential.

## One, Two, Three, BAKE!

As we reach the finals of the Bake Off we thought it timely to share some thoughts on the similarity between a CV and the perfect bake.

Just like following a recipe, your CV must have the right ingredients and in the correct amounts – too much or too little could result in a soggy bottom.

Take your time, don't rush, selling yourself is a technical challenge in its own right, and in order to be Star Baker you'll have to put in the hard work.

Once the foundations have been laid, add the icing to your cake and make your CV stand out!

Remember, depending on the job, you may need to change the ingredients.

Don't forget your CV is your Show Stopper!

We've got lots of handy tips and advice to help with creating your Signature CV. Take a look at our **website** where you'll find:

- CV do's and don'ts
- A downloadable Guide
- CV Profile

## GET IN TOUCH

**We have been recruiting Fundraising, PR and Marketing professionals at all levels within the not-for-profit sector for the last 18 years.**

For knowledgeable and friendly advice on any aspect of recruitment, please contact Liz Grimes, Vladka Wiswall or Jessica Stoddart.

020 7928 3434  
info@kagep.com  
www.kagep.com