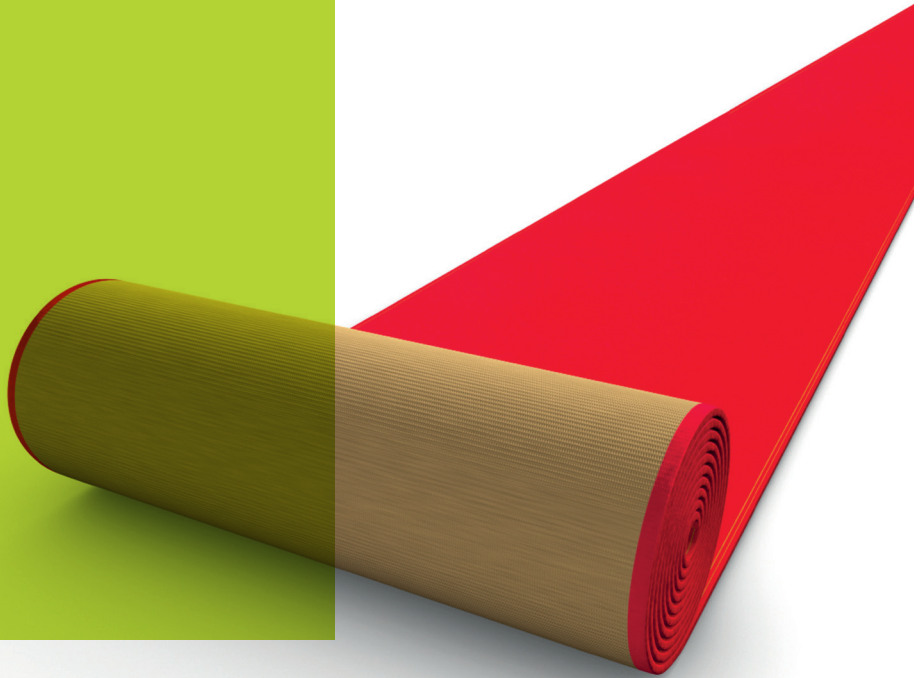


You deserve V.I.P treatment



FORSTER
COMMUNICATIONS

Building brands for social purpose

Business / Charity partnerships...

Wrong

...get it wrong and your organisation may be saddled with the wrong issue, working with a partner who neither shares your values nor buys into your approach to an issues-led campaign.

Right

...get it right and you bring your values and vision to life, enhance your brand profile, engage and inspire everyone from employees through to suppliers, customers, influencers and the public at large.

Valuable Inspirational Partnerships

Forster wants to work with more businesses, organisations and communities who see the virtues and benefits of collaboration for innovative improvements and change.

We call these collaborations VIPs.

If you're looking for help...

- to identify the right partner
- to develop an effective, product-focused, issues-led brand campaign
- for support on the approach, mechanics and metrics of creating and managing partnerships
- to create communications campaigns that engage internal/external audiences on key issues

...talk to Forster.

Your path to V.I.P. status.

Why Forster?

We have been operating at the nexus between charities and businesses for years. We know how to bring them together for mutual benefit – socialising the commercial and commercialising the social.

Forster can help you develop VIPs by focusing on 3 areas:

- **Value** - What issues could and should your business care about/engage in? What value comes from getting involved in campaigns on these issues?
 - **Inspiration** - What are your staff interested in and passionate about? What do they think your role should be in tackling key issues?
 - **Partnership** - How will you develop the contractual elements of the relationship? What's the best way to bring the two teams together and facilitate joint working?
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5 tips for VIPs

1 **Research, research, research.**

Shortlist potential partners, research their reputation and communications output, identify benefits and possible risks, provide a rounded assessment from a communications perspective.

2 **Value yourself and them.**

Draw up your positioning wish list, including an agreed set of messages describing the partnership, plus a sign-off protocol for all partner communications that gives you equal say where possible.

3 **Have an agreement on paper.**

Develop a position, plan and response for partnership communications. Then seek the agreement of the partner.

4 **Talk to each other.**

Partnership should start with everyone in a room developing approaches for refining into genuinely joint communications.

5 **Keep differences private.**

Develop a strong rationale for the partnership plus a clear set of shared key messages that all relevant people across both organisations are aware of, understand and preferably agree with.

...talk to Peter

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