



Corporate Partner Services for Nonprofits

Changing Our World is a premier fundraising and social impact consultancy that works with leading nonprofits, corporations, foundations, and individuals to achieve their social impact goals.

For nearly 30 years, Changing Our World has advised corporations on corporate social responsibility, strategic partnerships, employee engagement, and community investment. This experience gives our team a deep understanding of how companies define value, allocate resources, and evaluate the impact of their social investments.

As the only national fundraising firm with a dedicated corporate practice, our distinct practice areas inform one another—nonprofit counsel reflecting how corporate partnerships have evolved, and corporate services grounded in the realities of the nonprofit partners companies seek to support. With decades of experience on both sides of the partnership equation, we help nonprofits design, grow, and sustain corporate relationships by bridging the language, motivations, and expectations of business and mission-driven organizations.

The result: Values-aligned partnerships that unlock diversified revenue, deeper engagement, and long-term impact.

FINDING THE RIGHT POINT OF ENTRY

We help nonprofits identify and pursue the most effective point of entry with each corporate prospect, including:

- Employee engagement and volunteer programs
- Brand and cause marketing campaigns
- Workforce development initiatives
- Marketing and sponsorship dollars
- Corporate foundations and corporate giving departments
- Local community investments
- ESG and CSR initiatives

OUR SERVICES



Corporate Partnership Assessment & Program Development

Your approach to corporate fundraising should be as strategic as any major gifts or foundation effort, but it requires a different playbook. We assess your current program and positioning to corporate funders, identify opportunities to deepen existing relationships and approach new prospects, and outline a roadmap to strengthen your internal capacity for sustainable corporate growth.



Articulating Your Competitive Advantage

In a crowded corporate giving landscape, clarity is your competitive edge. We help you articulate your unique value proposition and distill the most compelling ways your organization delivers impact, ensuring your story is tailored and resonates with corporate stakeholders.



Partner Prospect Research

We move beyond traditional prospect lists to uncover real partnership opportunities. Grounded in a deep understanding of your mission, programs, and assets, we identify companies with strong alignment—by purpose, geography, audience, and access—and help you focus your efforts where the potential for meaningful collaboration is highest.



Partnership Design & Activation

The strongest partnerships are co-created. We facilitate structured design sessions to align objectives, define KPIs, and establish clear expectations around communications, storytelling, brand visibility, and activation timelines. By clarifying roles and responsibilities from the outset, we help ensure partnerships are well-executed and mutually beneficial.



Cause Marketing & Brand Partnerships

We help nonprofits identify and refresh opportunities for cause marketing and brand collaborations—from consumer campaigns and co-branded promotions to product partnerships and awareness initiatives. Our team works with you to structure partnerships that align brand storytelling, audience engagement, and measurable impact, ensuring both organizations realize meaningful value while maintaining authenticity and mission alignment.



Cultivation & Outreach Support

We equip your team with the tools and confidence to build relationships that last. From discovery call prep to tailored outreach materials and pitch decks, we help you engage companies through authentic, mutually beneficial conversations.



Marketing Collateral Development

Our team designs polished, on-brand partnership materials including corporate pitch decks, one-pagers, activation concepts, and case studies to clearly articulate your impact, partnership opportunities, and brand alignment potential.



Training & Coaching

We provide customized training and coaching to help your staff navigate the corporate responsibility and cause-branding landscape, and identify the most effective point of entry with potential partners. From understanding corporate motivations to positioning your organization for success, we build your internal capacity to engage companies with confidence.