



Corporate Fundraising & Campaigns



CORPORATE FUNDRAISING & CAMPAIGNS

Corporate fundraising can provide valuable income and build long-term, meaningful partnerships when approached strategically. Good Fundraising supports organisations to design and deliver corporate campaigns that are ethical, realistic and closely aligned with their mission, values and reputation.

A STRUCTURED, TARGETED APPROACH

Developing effective corporate partnerships requires more than a generic ask. We work alongside you to take a structured and personalised approach, helping you:

- Identify and verify suitable corporate prospects
- Align opportunities with corporate CSR and ESG priorities
- Develop tailored partnership propositions
- Build relationships designed for long-term impact

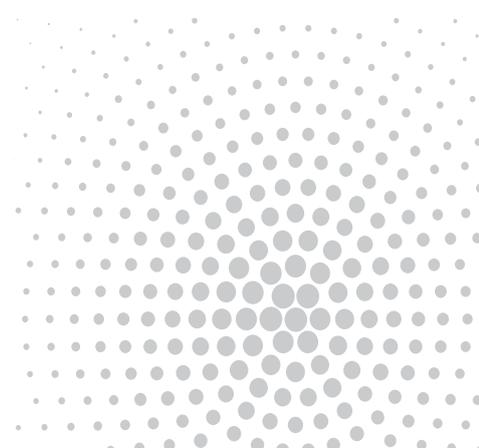
Our focus is on partnerships that create genuine mutual benefit while protecting your organisation's values.

END-TO-END CAMPAIGN MANAGEMENT

We specialise in creating impactful corporate campaigns and provide end-to-end support to ensure your campaign is:

- Well-designed and clearly positioned
- Delivered effectively with the right messaging
- Measured and reviewed for learning and impact

This ensures your campaign is not only successful in the short term but supports future corporate engagement.



PROVEN CAMPAIGN SUCCESS

In 2024 we delivered a **“Gift a Child a Festive Experience”** campaign which engaged Yorkshire-based companies to support the **National Coal Mining Museum’s** festive programme, providing local children from disadvantaged backgrounds with a memorable and educational festive experience while strengthening corporate relationships rooted in community impact.

WHY GOOD FUNDRAISING?

- ✓ Ethical, values-led corporate fundraising
- ✓ Experience aligning charity missions with CSR and ESG goals
- ✓ Practical, realistic campaigns that build relationships

LET’S TALK

To find out how our corporate campaign support can help your organisation grow its corporate income, please get in touch.



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