



Corporate Campaigns

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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

Our recent "Gift a Child a Festive Experience" campaign 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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