



Affinity Maker™

www.affinitymaker.com

June 2009

# Finding Large Corporate Partners Globally

*Not for Profit*



## The Challenge

Affinity Maker™ spotted an opportunity within Buy1GIVE1 (B1G1) to help them engage and establish partnerships with large corporations who wanted to make their existing giving have MUCH greater impact through transaction-based giving. Transaction-based giving associates every transaction with a 'giving action' and a highly resonant

story – a story that now enables you to 'connect' much more deeply with customers. For example, every time you attend a seminar, an underprivileged child receives education; or every time you buy a TV, a cataract blind person gets the gift of sight.

## The Task

Affinity Maker™ is working with B1G1 in the following areas:

- 'Corporate readiness' - B1G1 had limited experience working with large corporations. Using our external objective perspective and previous experience in this area, Affinity Maker™ reviewed the organisation and facilitated a process that enabled B1G1 to become large corporate 'ready'.
- Spotting partnership opportunities – the day-to-day activities of Affinity Maker™ and our connections within large corporations around the globe led us to brands that were, for example, launching a new product or suite of products and were looking for a real point of difference.
- Developing the presentation process for the potential partner organisation or brand
- Brokering partner relationships and establishing partner alignment
- Facilitating an implementation mapping process between B1G1 and the partner organisation

## The Results

Affinity Maker™ is helping B1G1 diversify its appeal by expanding from its focus on SME businesses, to work with large organisations, using leverage to make a bigger impact. The organisation review process highlighted a number of areas where better governance, transparency, offer clarity and improved systems and processes were required. Now that many of the improvements are implemented, Affinity Maker™ has begun doing what it does best, establishing and facilitating partnerships and alliances between B1G1 and large organisations. The implementation is staged with the initial roll out tightly focused in Australia with expansion through Asia, Europe and the Americas.

*"Affinity Maker™ has brought an objective view and perspective to our activities. They have helped us enormously so far by matching our organisation aspirations with the real corporate world. Recently, we have been amazed at the doors Affinity Maker™ has opened for us and the positive resonance we have received. All the ground work in getting ourselves correctly prepared is paying off. We cannot wait for the power of Buy1GIVE1 to be unleashed through these partnerships with large corporations!"*

Paul Dunn  
Chairman B1G1



## About Buy1 Give1 (B1G1)

Buy1GIVE1 (or B1G1 as its better known now) is a movement; a series of systems, processes and people, that transforms giving in any company from a bolt-on Corporate Social Responsibility activity carried out in the back room of your business (where it's hidden away from customers) into an activity that's visible and truly connected to your business DNA.

B1G1 effectively improves the giving value-chain, taking giving from an after-the-fact event or donation, to position it as a front of house activity, with giving a core component of product design so customers are engaging and participating in it on a day to day basis, either in store, over the phone or online. What's more, giving done this way can also become an integral part of employee reward and recognition.



To find out more visit [www.b1g1.com](http://www.b1g1.com)