

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. The shapes are primarily triangles and polygons, creating a dynamic, layered effect. The central text is positioned within a white, trapezoidal area that is part of this layered design.

“Engaging and
Collaborating with
Corporate Partners”



Christine Martysiewicz

Corporate Landscape

- ▶ Corporations give more if profitable
- ▶ Awareness
- ▶ Measure benefits
- ▶ Increased expectations
- ▶ Social Media
- ▶ More than corporate philanthropy

Dispelling the Myths

- ▶ Spending money is the best stewardship.
- ▶ Charities do not help corporate brands.
- ▶ One Size fits all.
- ▶ Corporate Partnerships are a lot of work with a dismal return.



Collaboration

Collaboration

- ▶ Common vision and goals
- ▶ Identify opportunities within your corporate partner portfolio
- ▶ Work as an extension of their team
- ▶ Look for unique opportunities for the corporate partner



HOME FOR A CURE Supporting

Canadian
Breast Cancer
Foundation



Engagement

Engagement

- ▶ Understand the DNA of the corporate partner
- ▶ What programs really make sense for the partner?
- ▶ What is going to inspire and motivate the employees to get involved?
- ▶ Cause marketing, events, sponsorships, monthly giving

Engagement - Events



Engagement - Cause Marketing



Meeting the need
Certificate of appreciation presented to

In recognition of your support of the **Canadian Breast Cancer Foundation.**
In choosing a **RE/MAX** real estate professional, through the **RE/MAX Sold on a Cure** program, you are helping to create a future without breast cancer.

RE/MAX Broker-Corridor
RE/MAX Sales Associate
Patricia Smith
Canadian Breast Cancer Foundation
Michael Pezler
Regional Director

Sold on a cure!
RE/MAX SOLD remax.ca



Thank You

For your support of
CHILDREN'S MIRACLE NETWORK HOSPITALS

On behalf of kids like me, thank you for choosing to buy or sell your home with RE/MAX. Because of people like you, millions of children receive the hope and healing they deserve at a local Children's Miracle Network hospital.

Miracle Home Agent

When you see the RE/MAX Miracle Home lawn signs in your neighbourhood this lets you know that the RE/MAX real estate professional is making a donation to one of Children's Miracle Network's member hospitals: SickKids, Children's Health Foundation, McMaster Children's Hospital Foundation, Children's Hospital of Eastern Ontario Foundation, IWK Health Centre Foundation, Janeway Children's Hospital Foundation, BC Children's Hospital Foundation, Alberta Children's Hospital Foundation, Stollery Children's Hospital Foundation, Children's Hospital Foundation of Saskatchewan, Operation Enfant Soleil and Children's Hospital Foundation of Manitoba all benefit from this remarkable program.

The funds raised by RE/MAX helps to create miracles by funding specialized medical care, research and education that saves and improves the lives of children in your community.



We **Believe**
in
Miracles!



remax.ca

Each office is independently owned and operated.

Do you **Believe**
in
Miracles?



1 in 4 Canadian kids do!
Thanks to





Entrenchment

Entrenchment

- ▶ Multiple levels of contact within your corporate partner
- ▶ Integrated into all aspects of their business
- ▶ Strong internal Champion
- ▶ Ambassador for the cause within the corporation

Give kids like Mateo every chance to beat the odds.

PUT YOUR MONEY WHERE THE MIRACLES ARE.



Mateo's fun personality has helped him endure two serious diseases: Hirschsprung's Disease and short bowel syndrome. At birth he had a 30 percent chance to live but, thanks to his Children's Miracle Network® member hospital, Mateo is now beating the odds and inspiring everyone he meets.

RE/MAX is very proud of the partnership with Children's Miracle Network and the \$56 million that has been raised by our agents through the Miracle Home Program. Join your colleagues and become part of the Miracle Home Program. Ask your office administrator for details.



childrensmiraclenetwork.ca

SPECIAL INVITATION -

Make a difference in the life of a child through the Miracle Home program!



Date

SEPTEMBER 27TH
11:00-12:00 – Presentation
12:00-1:00 – Lunch

Learn -

- about great marketing tools to help you and your business

Guest Speaker -

- Christine Martysiewicz -
Director Internal Public Relations – RE/MAX Promotions Inc.

Where

RE/MAX Escarpment
325 Winterberry Drive
Stoney Creek, ON
L8J 0B6

Special Guest -

- Sam McCuen



Born 25 weeks premature and weighing a mere 750 grams (1.65 pounds), Samuel Michael McCuen (Sam) was born at McMaster Children's Hospital and lived there for the first six months of his life. Sam is proof that premature babies can not only survive but they can thrive.

RSVP

Phone or email Bev at
905.545.1189 ext. 2400
bev@rmxemail.com



Complimentary marketing kits will be given to agents who sign up for the program or increase their contribution to \$25 per real estate transaction.

Impact

Impact

- ▶ Keep it simple
- ▶ Identify stories within your corporate partner
- ▶ Presence at high touch point corporate events



Stewardship

Stewardship

- ▶ One size does not fit all
- ▶ Meaningful
- ▶ Tied in with business needs
- ▶ Need to steward at multiple levels
- ▶ Needs to be done where the corporation does business

Stewardship



2012 Miracle Maker Office
Love.Kids.Home.



Workshop

“Getting the Corporate Partner to the next level”

- ▶ Within your group, identify one Corporate Partner that you are having a challenge with in stewarding to further engagement.
- ▶ Determine your note taker and spokesperson on behalf of your group to share outcomes.
- ▶ 15 minutes of discussion.
- ▶ 15 minutes of sharing.



Making it stick!



Thank You!

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