How First Chesapeake, a nonprofit, lined up 31 sponsor and partner meetings in seven months

31
company meetings and counting (Apr 17 to Nov 17)

117
replies from the people we reached

1 in 4
replies became a meeting

7 months
and ongoing

How it works

1. We find companies who are already interested
We find its leaders who decide on partnerships, giving and volunteering.

2. We write to them
Short, personal emails sent under your name, each tied to something real and recent about them. We pursue communications across several touchpoints.

3. Book the meeting
When someone replies, we confirm a time and you send the invite. You just show up for the conversation.

The Challenge

First Chesapeake runs hands-on programs for thousands of students and relies on a large volunteer network. Its small staff didn't have time to reach hundreds of local employers, and it wanted more sponsor and partner conversations without sounding like a sales pitch.

The Result

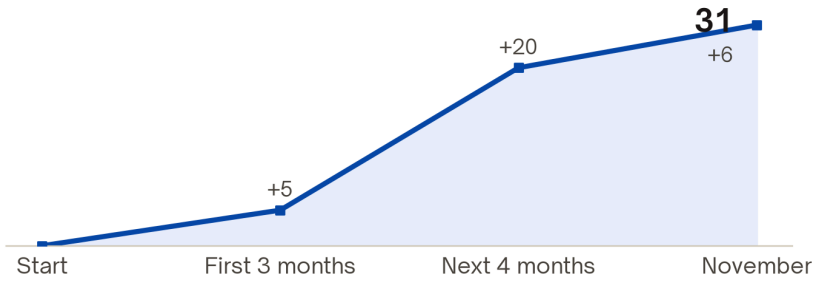


*"Like a lot of nonprofits, our bottleneck isn't the mission, it's time. Since spring, Hyrenova has put 30+ new partners in front of our team - **300%** of what we generated on our own in the same stretch last year - so our small team can spend its energy on the conversations that matter."*

Alex Bryant, President, First Chesapeake

- First Chesapeake now has 31 new conversations to grow into sponsorships, volunteer programs and partnerships.
- 31 meetings in 7 months, and counting.
- About 1 in 4 people who replied went on to book a meeting (31 meetings from 117 replies, or 26.5%).
- Momentum: 5 meetings in the first three months, then 20 in the next four, and 6 more in November.
- Meetings in every month since April, from a Fortune 500 company to local companies.

Meetings over time



Meetings, running total: 5 in the first three months, then 20 in the next four, and 6 more in November.

Who they met with

The mix ran from large companies to local foundations, and almost all were in the client's home region.

Companies (14)

Maximus · BlackHays Group · Clarity Innovations · bartaco · Crestline Hotels and Resorts · The Scientific Consulting Group · Synectics (SMDI) · Actualize Consulting · MANTECH · ZenPoint Solutions · iD Tech · CEP Solar · Mesavita Engineering · Shield Consulting Solutions

Nonprofits and Foundations (11)

Northrop Grumman Foundation · Learning Undefeated · Henry M. Jackson Foundation (HJF) · IDA · PEFCA · Community Foundation of the Rappahannock River Region · Washington Academy of Sciences · The Be. Org · Black SONs · BUGSS · The Ingenuity Project

Schools and Public Sector (6)

Baltimore City Government (Dept. of Planning) · Baltimore Children and Youth Fund · Appomattox Regional Library System · RSW Regional Jail · Lancaster County Public Schools · DEVCOM Soldier Center

This is for nonprofits that need more sponsor, partner and volunteer conversations, but don't have the staff time to find and reach the right people. If your team is small and your mission needs more support, this was built for you.

Want to see what this could look like for your organization?

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