How First Chesapeake, a nonprofit, lined up 26 sponsor and partner meetings in seven months

26
company meetings and counting

$48B
combined annual revenue of 10 companies met

1 in 5
replies became a meeting

7 months
and ongoing

How it works

1. We find companies who are already interested
We find their 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 follow up with each person up to 5 times.

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

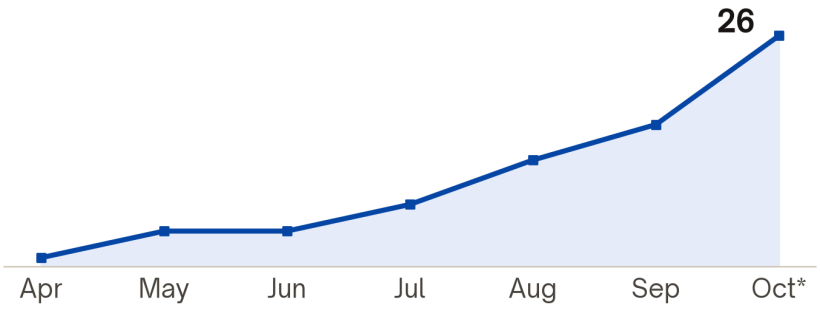


"Like a lot of nonprofits, our bottleneck isn't the mission, it's time. Since spring, Hyrenova has put more than 20 new partners in front of our team, **300%** *of what we generated on our own in the same stretch last year, so our small team can spend its energy on the conversations that matter."*

Alex Bryant, President, First Chesapeake

- First Chesapeake now has 26 new conversations to grow into sponsorships, volunteer programs and partnerships.
- 26 meetings in 7 months, and counting.
- About 1 in 5 people who replied went on to book a meeting (26 meetings from 117 replies, as of Oct 27).
- Momentum: 4 meetings in the first three months, then 22 in the next four.
- Meetings in every month since July, from a Fortune 500 company to local companies.

Meetings over time



Meetings, running total: 4 in the first three months, then 22 in the next four.

*October includes meetings booked in October and set for later dates.

Who they met with

The mix ran from $1B+ companies to local foundations, and almost all were in the client's home region.

Large employers and contractors (9)

Northrop Grumman · ManTech · Maximus · Clarity Innovations · BlackHays Group · ZenPoint Solutions · Synectics · The Scientific Consulting Group · Actualize Consulting

Foundations and nonprofits (9)

Henry M. Jackson Foundation (HJF) · Baltimore Children & Youth Fund · Community Foundation of the Rappahannock River Region · Public Education Foundation of Charlottesville-Albemarle · Learning Undefeated · Washington Academy of Sciences · The Be. Org · Black Success Networks (Black SONs) · The Ingenuity Project

Schools and public sector (4)

Lancaster County Public Schools · Appomattox Regional Library System · RSW Regional Jail Authority · Baltimore City Government

Local businesses (4)

Crestline Hotels & Resorts · iD Tech · CEP Solar · a restaurant group

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 your organization.

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

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