

Partnership Professionals Network

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Organizations Lack Comprehensive Tracking of Corporate Partner/Sponsor Programs, Survey Reveals

Findings from a recent survey conducted by the [Partnership Professionals Network \(PPN\)](#) reveal a disconnect between the importance of corporate partner/sponsor program revenue for associations and the extent to which associations track these programs. For example:

- Most organizations track corporate partner/sponsor revenue and benefits delivered, however, far fewer track the needs and wants of partners/sponsors.
- Far more associations use Excel spreadsheets to track their corporate partner/sponsor programs than use technology-based tracking systems.
- Most associations use the information they track about their corporate partner/sponsor programs for budgeting purposes, however, far fewer use the information for staff performance reviews or reports to the board of directors.

“Corporate partner/sponsor programs are critically important for many associations and nonprofit organizations,” noted Bruce Rosenthal, Convener of PPN and Principal of [Bruce Rosenthal Associates, LLC](#). “However, many of these organizations lack sound business processes for tracking these programs.”

Dan Kowitz, facilitator/presenter at PPN and Founder & CEO of [JSB Partnership Consultants](#), added, “associations and nonprofit organizations could increase the effectiveness of their corporate partner/sponsor programs by tracking more information about their partner/sponsor programs and using that information to make management decisions.”

What do organizations track?

When asked what they track, 100% of respondents said they track revenue and payments from partners/sponsors and 87% track benefits delivered to partners/sponsors. However, only about half track the needs/wants of their partners/sponsors and only about half track their organization’s corporate partner/sponsor program expenditures. A meager 20% track which department in their organization is responsible for delivering benefits to partners/sponsors.

How do organizations track?

Most survey respondents use Excel spreadsheets to track information about their partner/sponsor program and about one-third use word processing lists. About one-third use the association's CRM or project management software. (Many respondents use more than one system to track their partner/sponsor program.)

Those who said they use their association's CRM or project management software were asked which product they use. Numerous products were mentioned; these products used each used by about 10% of those who participated in the survey: Salesforce, netFORUM, iMIS, and Microsoft Dynamics.

How do organizations use the information they track?

Next, PPN asked how organizations use information they track about their corporate partner/sponsor programs: 87% use the information for budgeting; 72% use the information in fulfillment reports for partners/sponsors and; 56% use the information to show prospective partners/sponsors the value of the program. Only 46% use the information for performance reviews for staff who are responsible for the program and 41% to show the organization's board of directors the value of the program.

The [Partnership Professionals Network \(PPN\)](#) conducted this on-line survey in May/June 2019. 39 responses were received; 59% were from individual membership/professional associations; 18% from corporate membership/trade associations; 13% from a hybrid of both types of membership; and 10% from charitable organizations.

PPN is the only national organization devoted exclusively to improving corporate partnership and sponsorship programs in associations, nonprofit organizations, charities, and association foundations.

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