**Starting a Business Partner Program (BPP) in your community:**

What is a Business Partner? It is a business owner in the community who would like to partner with your Affiliate to collect online or Point of Sale (POS) donations from their clients to benefit the Foundation. The BPP is a way for business owners to collaborate with your Affiliate in a meaningful way. Think of it as being like donating at the register at the grocery store, instead, they would be donating at the time of reservation or POS in the case of a gift shop or walk in lodging. Adventure excursions seem to produce the most online donations but we are still analyzing that data. We’ve only added a POS partner recently and are hoping to add a hospitality partner soon.

1. Low hanging fruit.
   1. If any of your Advisors has a personal relationship with a tourist-oriented business that has either an online reservation system or POS system, they should be the first asked. A business owner who has been supportive in the past is also a good lead. The first step is asking if the business is willing to participate and show how they can impact the community in very positive ways.
   2. Assign one or two people from your Advisory Board to be the point people for your program. Anyone on the Advisory Board can ask a business to become a partner, however, startup takes some continuity. Once the program is established in your community less time is required for Advisory Board members or Program Managers.
2. Explain the program.
   1. The business owner would add an affiliate donation button to their online reservation system using the language provided. Each business may have a different platform for online reservations or POS, this is their responsibility. We don’t have the expertise to help with their websites.
   2. The business can choose which fund they would like their collected donations to go. Most of our Business Partners have chosen the Operating Endowed fund; they understand the need for our Affiliate to be self-sustaining. Most of our Business Partners do a match up to a certain dollar amount. We do not require a match for participation.
   3. The Affiliate would advertise the business on their website, social media and newsletters with descriptions and highlights of the business. We give our Business Partners annual stickers to display in their windows.
   4. The business would submit checks on a quarterly basis for donations collected. Realizing that some of the adventure excursion companies are seasonal, the checks would come when the trip has been completed in case of cancellations or other issues.
   5. Provide business with ACF EIN and language if a receipt is requested.
3. Follow up.
   1. Touch base with your Business Partners ahead of each quarter’s check to remind them where to send it and that the check has to be made out to ACF. Also ask how things are going and if they are running into any issues.
   2. Engage with staff. Brief them on what the Affiliates do and provide materials, especially POS Partner staff who engage with customers.
   3. Appreciate them! Besides highlighting them in all our communications we brought them cookies at the end of the season.