Thank you for your interest in partnering with Xerces to protect the life that sustains us! We value the role that businesses of all sizes can play in helping us realize our mission and goals. By becoming a business partner, your company can express support for invertebrates and the ecological roles they provide—and let your customers know that you’re stepping up to protect these animals.

General Expectations

Written Agreements

We find that written agreements are a foundation for good working relationships with our business partners, regardless of the scope of the arrangement. A written agreement must be in place before the relationship is shared publicly. Depending on the type of relationship, a written agreement may in fact be required due to state regulations. We can provide a draft agreement that captures our shared goals or review your company’s standard agreement.

Please allow two weeks to three months to formalize your partnership, depending on the type of agreement. Contact us for a better understanding of this timeline.

Use of Xerces Society’s Name, Logo, and Other Trademarked Content

Written permission is always required to use our name, logo, and other trademarked content. Specific terms are part of our standard agreements.

Limitations

To protect our nonprofit status, some types of communications about our business partners are not allowed. We do not directly advertise or promote our partners or their products or services. None of the Xerces Society’s corporate partnerships represent an explicit or implied endorsement, and our partners are prohibited from expressing or implying an endorsement by the Xerces Society. We are allowed to publicly acknowledge our business partners and thank them for their support. We will work with you to develop an appropriate communications strategy about our relationship that balances your interests and ours.

For additional information on any of these partnership models, please contact our Corporate Giving Associate, Courtney Blinkhorn at courtney.blinkhorn@xerces.org or call 503-232-6639 ext.130.
The Xerces Society pursues partnership opportunities that are consistent with our mission and goals and that allow us to maintain our reputation, credibility, and objectivity. All partnership ideas are evaluated with these criteria in mind. In some cases we may have to respectfully decline when these criteria are not met. For example, the Xerces Society does not accept financial or in-kind support from pesticide companies.

The most important gifts we receive are unrestricted gifts that support our mission broadly. If you wish to make a restricted donation to a specific program, our minimum donation amount is $5,000. Setting this threshold helps us keep administrative costs down and ensures the greatest impact from your contribution.

We do not sell, loan, or distribute our mailing list (including e-mail addresses) to corporate partners.

**Standard Partnership Models**

**Proud Supporters**

This straightforward giving partnership is for businesses who are unsure of the level of support they will be able to provide, but want to state their dedication to invertebrate conservation as “proud supporters of the Xerces Society.” Over time, we have found this type of agreement to be preferred by small and/or new business owners because of its simplicity. This agreement does not require registration, reporting, or a minimum donation amount like the other models. These partnerships just require a short written agreement.

**Sponsorships**

The sponsorship model is for businesses that know the size of donation they wish to make. This type of partnership provides a range of benefits depending on the size of the donation and is a great way to fund the Xerces Society. Please contact us to learn more. We require a written agreement to outline the expectations of all sponsorships. We suggest starting with our basic agreement template that we are happy to share with you.

**Commercial Co-Ventures**

This type of partnership allows your business to express support through language like, “10% of your purchase will benefit the Xerces Society” or “a portion of proceeds are donated to Xerces.” These activities are sometimes called “commercial co-ventures,” and additional limitations and considerations come into play. All commercial co-venture relationships must comply with applicable state laws and the Better Business Bureau’s Standards for Charity Accountability.

**Disclosure Regulations and Contract**

Although laws vary from state to state, the Xerces Society strives to satisfy all of these laws in its standard commercial co-venture agreement. By maintaining these standard contract provisions, we can streamline the process and keep our attention—and your donations—focused on mission-driven activities.

**Registration**

Some states require companies participating in commercial co-ventures to file the relevant contract and/or to register as a commercial co-venture. Our business partners are responsible for knowing and complying with each states’ regulations in which their fundraiser is taking place. In other states, the Xerces Society is required to file the relevant contract or to disclose all of our commercial co-venture relationships. Please note, if the sales are online, then regulations must be followed in all 50 states. This does not constitute legal advice on the part of the Xerces Society, so you are encouraged to seek your own legal counsel.

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