



The Love of Good™ Partnership Readiness Checklist

Are you ready to attract sponsors, creators, and donors—without burning out your team?

The Reality Check:

You are doing incredible work, but in 2026 impact alone isn't enough. We know that nonprofits and foundations are stretched thin with leaders wearing multiple hats. You need aligned partners to scale your reach and revenue, and you can't afford to waste time chasing the wrong ones.

Use this quick checklist to see if your organization is ready to confidently pitch and secure aligned partnerships.

Section 1: Story Ownership

- The "One-Sentence" Test: I can clearly explain what we do, who we serve, and why it matters in a single sentence.
 - The "Why Now" Hook: I have a clear, urgent message that makes partners want to support us *today*, not next year.
 - The Proof: I have 2-3 specific impact results and/or testimonials ready to drop into a pitch to instantly build credibility.
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Section 2: Aligned Partnerships

- The Value Exchange: I can clearly articulate what a brand or creator gets by partnering with us (beyond just "exposure" or "a logo on a banner").
 - The Vetted Pipeline: We have a specific list of 3-5 target sponsors and 3-5 aligned creators who actually share our values and audience.
 - The "Right" Contacts: We know the actual names and roles of the decision-makers we need to reach out to.
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Section 3: Creative Expressions

- The Capacity Reality: We know exactly which digital platforms matter for our actual bandwidth, not just our aspirations.
 - The "Good Enough" Rule: We have a system to turn our daily program activities into simple, repeatable content without overthinking it.
 - The Follow-Up: We have a clear internal process for who follows up when a partner finally says "Yes!"
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The Next Step:

Did you leave boxes unchecked? You aren't alone.

If you know you need these aligned partnerships but your team doesn't have 80+ hours to research, vet, and pitch them, we can help.

Reach out to learn about the 5-Week Align & Amplify Engine, where our team builds a custom blueprint with 3 vetted sponsors, 3 creators, and outreach templates so you can start crafting your campaigns right away.

Email Steph directly at steph@loveofgood.com or set up a call

calendly.com/steph-belsky/align-amplify-engine-cfhv

About Love of Good

Love of Good is an intergenerational, women-owned social impact creative agency that builds strategic partnerships and produces purpose-driven campaigns at the intersection of culture, community, and commerce. We work with brands, nonprofits, and influencers to align business goals with values—crafting campaigns, sponsorship strategies, and community activations that drive both awareness and action. From matchmaking mission-aligned partners to curating content with creators who want their platforms to stand for something more, Love of Good turns good intentions into measurable impact. Our work helps clients amplify their message, expand their reach, and unlock new business opportunities through strategic giving and storytelling.

About Steph Belsky

Steph Belsky is the co-founder and CEO of Love of Good. Belsky is a thought leader in branded content, talent management, and social media strategy, with experience working with major publications and entertainment brands like CollegeHumor, Entrepreneur Magazine, FanDuel, and nonprofits like One.org, TEDxChicago, and It Gets Better Project. As co-host of the Missed Opportunities for Good podcast, she explores trends, campaigns, and cultural moments at the intersection of marketing, advertising, and impact. Belsky has worked with business leaders, recording artists, athletes, celebrities, and creatives to align brand values with compelling fundraising campaigns and community activations. Based in the Hudson Valley with her husband Rabbi Jeff Stombaugh and their son Leo, Belsky believes that community, collaboration, creativity, and a clear call-to-action creates change.

Let's Connect!

Website: LoveOfGoodConsulting.com

Podcast: Missed Opportunities for Good

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