

Evidence Audit: Wounded Warrior Project Corporate Partnerships Page

Overall Grade: A

WWP's partnership page demonstrates a mature, evidence-based approach to corporate giving. The combination of rotating logos, authentic partner testimonials, and the case study creates a layered trust experience. It shows both breadth (diverse partners) and depth (real partnership results)—a hallmark of high-performing nonprofit partnership pages.

Evidence Breakdown

Evidence Type	Present?	Strength (1–5)	Notes
Client Logos	✓	5	The rotating carousel of 20+ logos (including brands like Harley-Davidson, Verizon, CSX, and Johnson & Johnson) powerfully conveys credibility, scale, and relevance across industries. Adding industry categories or “Partner since” labels could make it even stronger.
Testimonials	✓	4	High-quality quotes from executives at CSX, Verizon, and Johnson & Johnson provide strong social proof. These would gain even more weight with metrics (e.g., “raised \$X,” “engaged Y employees”).
Impact Metrics	✓	3	The section highlighting 270K+ served, 20M veterans represented, and \$0 warriors pay delivers mission credibility—but the connection to <i>corporate partnerships</i> remains implicit, not explicit. Adding “Corporate partners helped fund X% of these services” would close the loop.
Case Studies	✓	5	CSX Case Study

Awards	✗	0	No Halo Award, Charity Navigator badges, Forbes recognitions, or media features. External validation would reassure new prospects of credibility and efficiency.
Portfolio / Partner Stats	✓	4	The rotating partner carousel with 20+ logos communicates impressive breadth. Adding a summary line (“20+ national partners across 10 industries”) would quantify the scale and help the visitor process it faster.
Team Credentials	✗	0	No visible partnership team or contact shown. A short “Meet Our Partnerships Team” section (or even a quote from a WWP partnerships executive) would humanize the offer and increase approachability.

Claims That Are Still Under-Supported

1. **“Partnerships align with WWP’s brand and can be customized to meet your company’s goals.”**
→ Needs examples of *how* partnerships differ by sector or format—e.g., “Retailers engage customers through checkout campaigns, while manufacturers co-brand products.”
2. **“Your corporate partnership will help achieve your company’s business goals.”**
→ Needs partner-side outcomes like brand lift, employee engagement, or retention metrics. The case study begins this, but shouldn’t stand alone.
3. **“Ways to Partner”**
→ Strong structural section, but each format (cause marketing, checkout, licensing, mission investment) would benefit from linked proof—“See how Southwire raised \$X through a checkout campaign.”

Conversion Impact: Why This Page Works

✓ **Trust-building hierarchy:** Visitors see credible brands → hear from real executives → access a detailed case study → understand tangible impact.

✓ **Clear path to action:** The “Become a Partner” CTA appears early and repeats throughout, increasing conversion likelihood.

✓ **Balanced emotional and rational appeal:** Visual storytelling connects emotionally, while metrics and case studies satisfy analytical decision-makers.

Quick Wins to Push from A to A+

- Add **one more case study** from a different sector (e.g., retail or consumer goods).
- Incorporate **external credibility markers** (awards, Charity Navigator, press).
- Add a **numeric headline** summarizing portfolio size and impact: “20+ corporate partners raising \$XX million annually.”
- Include a **short leadership quote or team section** to personalize the partnership invitation.
- Tighten impact attribution: “Corporate partners helped deliver 270K+ services to post-9/11 veterans.”