

# MOSAİK PIECES

## End of Year 2006 Edition

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### In This Edition:

- Friends of Guest House: Making an Impact in Alexandria/Arlington/Fairfax
- The Death of Budget Hopping
- Managing an Effective and Current Database of Corporate Contacts
- Growing Your Market

## Making an Impact/Making a Difference

### Friends of Guest House: Making an Impact in Alexandria/Arlington/Fairfax

*by Mikel Smith Koon*

*President*

Joyous exclamations ricocheted throughout the house as one resident yelled "I got it!" after being interviewed and hired for a new job. Another was preparing for an overnight trip to regain custody of her children after being released from prison. She owned no luggage. Friends of Guest House provides female ex-offenders support to become self-sufficient, responsible community members. [Read more.](#)

## Corporate Relations

### The Death of Budget Hopping

*By Mikel Smith Koon*

Companies are becoming more strategic about whom they partner with, what organizations they support, and how and why they make these choices. Nonprofit organizations must take this into consideration when approaching businesses. Budget hopping, is no longer the useful tool it once was. [Read article.](#)

### The Small Shop

#### Managing an Effective and Current Database of Corporate Contacts

*By Linda Cameron*

*Senior Consultant*

Maintaining a current database of corporate contacts is critical to the success of your corporate fundraising and partnership strategy. Your database is where you manage your corporate relationships. [Read article.](#)

## Strategic Diversity

### Growing Your Market

As the time approaches when minorities in this country will make up about half of the total population, companies should be taking a serious look at their marketing to make sure they are reaching the largest market possible. Making sure that your company is taking into consideration recruiting and retention as well as marketing to a diverse market will inoculate you from a perception internally and externally of marketing stale ideas.

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