

MOSAIKPIECES™

New Year 2007 Edition

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- ExxonMobil: Making a Difference in Math and Science Education
- The Power of Individual Donors
- How Companies Measure Success in Philanthropic Relationships
- The Small Shop: Conducting an Informative Feasibility Study
- Why We Suffer from Hiring by Commonality

Making an Impact/Making a Difference

ExxonMobil: Making a Difference in Math and Science Education

By Mikel Smith Koon

ExxonMobil is dedicated to the long term commitment of improving student learning in the areas of science, technology, engineering and mathematics, not only to increase the pool of mathematicians and scientists, but also to improve career opportunities especially for women and minorities in these fields. [Read more.](#)

Corporate Relations

The Power of Individual Donors

Pursuing corporate support is a good strategy for established organizations with a strong donor base, but as a strategy for an organization without an established donor base, it is a less viable option. Time, experience and an individual donor base can make an organization a more likely partner to companies. [Read more.](#) -MSK

The Small Shop: The Value of Feasibility Studies

By Linda Cameron

Many organizations make use of *feasibility studies*. If your organization does not have corporate support and you think it should, conduct a feasibility study to determine if a corporate support program is a potentially viable source of revenue. [Read more.](#)

Community Relations

How Companies Measure Success in Philanthropic Relationships

What makes a company successful in its community outreach? We researched and talked with companies to get an idea of how to define and measure "success". [Read more.](#) -MSK, LC

Strategic Diversity

Birds of a Feather: Why We Suffer from Hiring by Commonality

We have a tendency to click with people with whom we have something in common. It's comfortable to us. But the same thing that makes us comfortable socially can be devastating to the profitability of our organization. [Read more.](#) -MSK

News

Mikel Smith Koon speaks at the Association Foundation Group. [See the presentation.](#)

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