

MOSAIKPIECES™

Spring I 2007 Edition

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In This Edition:

- Retailers Supporting a Cause Find Bottom Line Success
- Are You Wasting Resources Pursuing Corporate Sponsorships?
- The Small Shop: Assessments Maximize Your Success
- What's your Brand of Involvement?
- Is My Program Working?

NONPROFIT ORGANIZATIONS

Corporate Relations

Retailers Supporting a Cause Find Bottom Line Success

By Mikel Smith Koon

Recent studies show businesses targeting individual consumers are more profitable than companies that don't. Be wary of the research, but retailers like Macy's, Gap and others provide good examples. [Read more.](#)

Are You Wasting Resources Pursuing Corporate Sponsorships?

There are many nonprofits and companies that leverage the benefits of alliances, but is your organization right for one? Don't jump into developing a program before assessing the value to you. [Read more.](#) -MSK

The Small Shop: Assessments Maximize Your Success

By Linda Cameron

Small organizations can't afford to stick with a program that doesn't meet its financial objectives. Assessing your corporate support program is critical to determine success, potential and sustainability. [Read more.](#)

CORPORATIONS

Community Relations

What's Your Brand of Involvement?

Cause Marketing, Cause Branding, Corporate Social Responsibility, Corporate Relations... What does it all mean? [Read more.](#) -MSK

GENERAL

Strategic Diversity

Is My Program Working?

Like all programs, a diversity program must have measurable goals to be successful. If you don't know what you plan to get from your program, your program is ineffective and unsuccessful. A strategic diversity program is just that – strategic. It must help drive your company toward a more productive and profitable future. With good metrics and regular assessment, diversity programs should do just that. -MSK

News

Corporate Support of Arts Continues to Decline. The latest installment to this continuing trend is Altria's announcement to phase out its support of the arts. Altria granted \$7.5 million to arts organizations in 2006 and this year expects to make awards to half. Altria's VP for Contributions, Jennifer P. Goodale says "this year, the majority of grants we make will be final." As companies look for connections to nonprofits that will make them more successful in their businesses, arts support continues to decline. -MSK

Revenue Growth Connected to Increased Charitable Giving. The Chronicle of Philanthropy reports that a recent research study shows companies benefit from a greater increase in sales for every dollar spent in charitable giving. The Richmond Times-Dispatch supports this premise with an article stating consumers are more committed to companies that address social issues. A January cover of BusinessWeek, asked us to "Imagine a world in which socially responsible and eco-friendly practices actually boost a company's bottom line."

Nonprofits, consumers and businesses agree, social responsibility and commitment to community have become a competitive advantage. We don't have to imagine it. It's already here. -LC/MSK