

MOSAIKPIECES™

New Year 2006 Edition

Mosaik Pieces is Mosaik Strategies' Newsletter, sent to subscribers six times annually. If you are not on the subscription list and would like to be, please go to www.mosaikstrategies.com/newsletter and sign up today.

Corporate Relations

Coming Around the Learning Curve

Nonprofit professionals understand the difficulty of creating a successful development program and know it is critical to realizing the mission. Unfortunately it seems that nonprofit organization leaders often disregard the effects of the learning curve on professionals new to the organization and the role it plays in the success of the development program.

Most people are familiar with the term, the "learning curve". It is a concept that was developed in the aeronautical engineering industry to explain how repetitive work becomes less costly over time due to the reduction of hours it takes to produce one unit as the laborer becomes more experienced. This same concept is applied to many other industries and can be applied to development as well. When a new development professional joins an organization, it takes that person time to understand the mission, the workings of the organization, the development program, the organization's programs, the leadership, etc. During this time of transition and learning, there must be a realistic expectation of increased funding and relationship building. It takes time to build relationships and through these relationships often come increased funding, but it does not happen quickly. This transition time is a great time for initial planning, keeping in mind that plans will be adjusted as an understanding about the organization increases. To increase the success of your organization's new or changing development team, make sure the leadership is supportive of the team during this "slow" period.

Corporate Support for the Small Shop

By Linda Cameron

If you believe that corporate support is just for large nonprofit organizations, think again. When your organization's mission is aligned with the strategic marketing or philanthropic goals of a company, a corporate relationship is not out of the question for smaller nonprofit organizations. But doing your research is critical in helping you find the most likely partners. [Click here for more...](#)

Strategic Diversity

Diversity as a Profitable Initiative

By Mikel Smith Koon

Diversity is a term not usually paired with profitability, but if used as intended, it will increase the value of the organization. Diversity is a term that is often confused with affirmative action or equal opportunity. It is somehow equated with racial minorities. However, it does not simply refer to racial differences. That is just a small part of it. It is a

strategic notion that through the full use of input from employees of all backgrounds and experiences, an organization will be more profitable. The use of this input creates a competitive advantage for the organization. [Click here for more...](#)

Community Relations

Corporate-Community Partnerships: Why do they work?

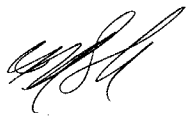
By Renee Eder

Companies are forming partnerships with non-profit organizations, government agencies and citizen groups to solve problems that affect the company and the community. Successful partnerships support the company's strategic business goals while meeting important community needs and expectations. [Click here for more...](#)

Announcements

NEW! Corporate Relations Training Class

When should you approach a company for support and expect a “yes” response? Who in the company decides on corporate support? *Tapping the Corporate Dollar* is a four-hour training course created for the development professional looking for ways to increase unrestricted funding through corporate contributions. The course will launch in May and be available to participants for \$250.00 per person, but as a *Mosaik Pieces* subscriber, you are eligible to participate in a beta class scheduled in April for just \$50.00. If you are interested in participating in the beta class, please [contact us](#). Spaces for the beta class are limited.



Until next time, here's to greater profitability!



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