

MOSAIKPIECES™

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Mosaik Strategies' Newsletter sent to subscribers six times annually. If you would like to continue to receive the *Mosaik Pieces* newsletter, please send an email to info@mosaikstrategies.com and type "subscribe" in the subject line.

Welcome 2005!

With corporate support on the rise and interest in diversity initiatives on the rise, 2005 promises to be a good year for companies and nonprofit organizations alike. I look forward to increased involvement of companies in supporting the mission of deserving nonprofit organizations and increased profitability of companies through diversity initiatives.

Companies Want to Say "Yes!"

Are you aware of the value your nonprofit organization brings to companies? Many nonprofit organizations think of fundraising as a burden and project this feeling onto their prospects. But when it comes to corporate relationships, a connection between your organization and the right companies will bring both entities great value.

Corporate Relations

Didn't Connect With Your Corporate Champion Prior To Budget Planning?

It's the beginning of the year. Companies whose fiscal year coincides with the calendar year are starting anew with fresh budget dollars. If you missed your opportunity to provide input during budget planning which usually takes place in the fall, don't count on receiving large sponsorships during this calendar year. But now is the time to look for smaller conference sponsorships. Companies often include various sponsorship expenses in the budget.

The Foundation Is Not Always the Best First Stop

Many development professionals look to the foundation for dollars. But the foundation director is not always the decision maker. Corporate foundations are often managed by custodians who handle the funds, but the decisions of where contributions are to be awarded are often decided among decision makers in the business groups of companies. Before approaching the foundation for funding, do your research. Find out who the decision makers are and spend the precious resource of your time wisely.

Diversity Strategy

Diversify or Die!

Did you know that the U.S. Census Bureau projects that by 2050, the minority population will represent 47 percent of the total U.S. population, compared to today's 28 percent? Now is the time to start developing a strategy that will ensure your organization reaches a broad market. Understanding your market and how to reach smaller groups of varied backgrounds is critical to your company's long term survival.

Diversity Is Not Affirmative Action

Affirmative Action is intended to level the playing field. Diversity is intended to increase creativity, productivity and ultimately profitability. With the increase of minorities and

immigrants in the U.S., markets are changing. The wants and needs of consumers are more greatly varied. By increasing the diversity of employees, your company increases the opportunity to explore new, creative and different ideas that may not have been generated by a more homogeneous group. A diversity strategy in your recruiting plan is critical to compete in today's diverse markets.

Announcements

Please be aware of the **change of address of Mosaik Strategies**. The main Clarendon branch of the Arlington Post Office has temporarily relocated. All P.O. Box numbers have changed until further notice. The Post Office has guaranteed to forward mail from the old P.O. Box 1506 to the new **P.O. Box 100277** for a period of one year. Please make the change in your records. We are very sorry for the inconvenience.

Here's to greater profitability!



Mikel Smith Koon
President



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