

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](mailto:info@mosaikstrategies.com) and type "subscribe" in the subject line.

## **Why Consider Corporate Funding?**

With corporate philanthropy hovering around a mere five percent of total contributions to nonprofit organizations, why even use your resources on developing and implementing a corporate relations strategy? Do not be fooled by the numbers. Corporate giving is significant, and it continues to grow in different ways. Consider that not all corporate support is documented as contributions and therefore is not reported in most corporate giving reports. Much of corporate support comes from marketing dollars or from in-kind products or services. Also, the visibility an organization can get through a corporate collaboration can offer value not easily measured. So if you have disregarded a corporate relations strategy because of the low percentage of dollars reported, re-evaluate your decision knowing that significant dollars still come from various unreported corporate support. However, not all organizations lend themselves to a corporate relations strategy. Individual contributions still significantly exceed any other type of philanthropic dollars and must be a part of every organization's funding strategy.

## **Strategic Diversity**

### **Diversity Affects Your Company's Success**

The health of our country's economy is dependent upon how well our institutions adapt to the evolution of our society from a population that is about 28 percent minority to a population of almost 50 percent minority by the year 2050. We are already watching the increased success of companies that have embraced these changes and are adjusting to reach out to a more diverse market. Not only have markets become more diverse, but consumers are requiring companies support diversity. Never before have we seen so many companies reach out to different culture groups through products and marketing. Diversity has become a strategic function of successful companies. Those companies that do not participate in the celebration of diversity will find themselves losing market share to those companies actively marketing to the micro-cultures of our present and future society.

## **Community Relations**

### **Supporting Community Organizations Strengthens Your Market**

Thought leader and business expert Peter F. Drucker has been known for years for his philosophy on a healthy society. He believes that a healthy society requires three vital sectors: a public sector of effective governments; a private sector of effective businesses; and a social sector of effective community organizations. All three sectors must work together for the success of the total economy. To maintain the balance of the three sectors, each sector must also work with the others to keep the entire economy successful.

The social sector is responsible to affect community by changing the lives of individuals. This sector impacts the needs of individuals, the community and society which in turn impact each of the other sectors. The success of the social sector is dependent upon having the resources

available to meet the needs of social organizations. Recent government and tax changes made it more difficult to find funding through individuals and government. Individual support still remains the largest percentage of total philanthropic contributions. Government support has been declining over time. Corporate support, which has been increasing, must continue to increase to help make up the difference. As companies understand how much social organizations affect the communities where their employees live and work and how much they affect their markets, they will start to understand the importance of supporting these organizations.

A community relations program not only helps support the economy, it makes a difference in your profitability by supporting the local communities and your market. Consider a community relations program for greater success in your company and in the economy.

### **Corporate Relations**

#### **Remember What Your Mother Taught You.**

It is unfortunately far too common for people who work in development to hear from sponsors and supporters "I'm not going to support your organization this year. Once you got our support, we never heard any more from you about your program." Remember growing up how your mother made you write a Thank-You note to every person who participated in your birthday party? The same principle applies here. The decision-maker that decides whether or not a company supports your organization is an individual person who is going to bat for your cause. That individual should be updated on your organization, how the support helped and improvements they will make in the future. In short, you must recognize the company for its support and show the organization's appreciation. Whether or not the company expects recognition, appreciation for supporting the organization should be general practice. In an age when consumers are looking for companies to demonstrate social responsibility, recognition for their role in supporting your mission is important to corporate supporters.

#### **Want to Know If The Program Will Work? Just Ask!**

Wouldn't you like to know whether or not your corporate relations campaign could work prior to embarking on a long-term program? Consider a feasibility survey to offer more information and help you determine if a corporate relations campaign is the right approach for your organization. Spend a few months developing a list of companies to approach and scheduling meetings to talk with them. Of course, you want to consider companies with some common thread or an interest in your mission. Then based on the data you get from your informational interviews you can determine whether or not to pursue a full-fledged corporate relations campaign. A corporate relations strategy is not for every organization. Test it out first to see if it's for yours.

### **Announcements**

The May 2005 edition of *Development Director's Letter*, features a section on Corporate Partners. The information provided was based on an interview with Mikel Smith Koon. For more information about *Development Director's Letter* go to [www.cdpublications.com](http://www.cdpublications.com).

Look out for the launch of our new website launch October 1, 2005!

Until next time, here's to greater profitability!



Mikel Smith Koon  
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