

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

## **The Budget Window is Now Open!**

For the many of you who are located in the D.C. metropolitan area, we are starting to see some changes take place. The cherry blossoms are almost in full bloom, the weather is great and the first quarter is over. That means it's time to start thinking about how to get your organization added as a line item in the 2006 corporate budget! Many companies operate on a January through December fiscal year. For those companies, the summer months are critical. July and August are the beginning of budget planning season. By October, companies on this fiscal schedule are finalizing their budgets for 2006. If you miss the summer window, you may have to wait until 2007 to be considered for any significant support that was not included in the budget. [See attached article and start your strategic planning now!](#)

## **Community Relations**

### **Who Benefits from Good Community Relations?**

What value does a company get out of developing strong ties with the community where their employees live and work? Just ask their employees and their customers! Employees take pride in working for a company that supports their community. Consumers are also becoming much more cognizant of the interest companies take in their communities as well as their philanthropic practices around the globe. Fortune Magazine's *100 Best Companies to Work For* puts greater weight on the responses from employees in their survey to find the *100 Best* and includes information on pride and camaraderie to describe the employees' view of the company's philanthropic involvement. BusinessWeek's *Top Corporate Givers* is a distinction bestowed upon the companies that value philanthropy as part of doing business. Companies can use community relations as part of a strategy to increase productivity by increasing employee retention as well as enhance the company's image among its customers. Both benefits lead to greater profitability.

## **Corporate Relations**

### **Nonprofit Does Not Mean Non-Value**

As a nonprofit organization, are you aware of the value you offer for-profit companies? Remember the importance of visibility within your market. Whatever market your organization or association reaches, more than likely there are companies that find value in reaching that group. Thoroughly evaluate your market's value and determine if there is a way to partner with businesses that have an interest in reaching that market. A joint program can help both of you reach your goals.

## **Strategic Diversity**

### **Diversity Increases Profitability**

How can diversity be profitable? When diversity is part of the corporate strategic plan, it can be profitable. Diversity should be part of the organization's overall product and marketing

strategies. Consider a cosmetics company that makes hair care products for non-minority markets. Think of how that company could expand its markets by tapping into the purchasing power of the African-American market with products made specifically for that market. Without a diverse product team, the idea of a new product to reach a minority market might never have been discussed. With the increase in minorities in the U.S. population, any company that's unaware of the growth of new minority markets has already missed the boat. Even if a company's products are not specifically made for any particular market, a company should consider the best way to market its products to grab the attention of each of a number of diverse groups. For greater success in today's changing markets, diversity must be integral to your company's strategic plan at the highest level. Until next time, here's to greater profitability!



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