

# MOSAIKPIECES™

## Summer 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](http://www.mosaikstrategies.com/newsletter) and sign up today.

**New Features!** Look for our new features this edition highlighted with  .

## **Making an Impact/Making a Difference**

Welcome to our new feature, *Making an Impact/Making a Difference*. Each edition, this section will include one nonprofit organization that is making an impact in its community and/or one company that is making a difference through support of organizations within a community. This feature was established to highlight good work that should be recognized and offer more visibility to these organizations and companies for their good work. Let us know what you think about this new feature.

### **Hoop Dreams: Making an Impact in Anacostia**

In our country's capital city where the public school graduation rate is the lowest in the country compared with all fifty states, Hoop Dreams Scholarship Fund (HDSF) is making an impact by offering a different life to high school students through education. [Click for more information.](#)

## **Corporate Relations**

### **Budget Focus: It's That Time Again!**

Summer is the time when everything slows down. Our kids are out of school, everyone takes vacations, many of us work shorter weeks. But for nonprofit organizations which are looking for corporate support, summers must be a time of preparation and networking. As soon as the Fall hits, corporate budgets for the following year get approved. So it may be a good time to take a vacation, but as soon as you return, prepare your case and get it in front of your corporate champions to be considered for corporate budgets for companies that focus on your mission. Don't miss out on an opportunity for the entire year because of bad timing. For more information about corporate budgets see [Where's My Line Item](#), September 2005.

## **The Small Shop**

### **Teach Your Donors to Double Their Gift**

Corporate matching gift programs can be an important source of revenue for a small shop. On behalf of employees, many companies send monetary gifts to charities that equal (match) that of an employee's gift to the charity. Not only do many corporations match the amount of an employee's gift one to one, but sometimes they give at two or three times the amount. [Click for more information.](#)

## **Strategic Diversity**

### **Mentors Prepare the Way**

Companies like Pepsi Bottling Group, DaimlerChrysler and Pfizer are always looking for ways to mentor employees. This is especially true within racial and social groups where role models are more challenging to find. If a female executive is on the CEO track, who mentors her? There are nine women CEOs in the Fortune 500, and 20 in the Fortune 1000. But even if you work for one of these companies, a women mentor is hard to find. [Click for more information.](#)

## Community Relations

### Building a Brand through Networking

Grassroots networking is a low-cost way to build your organization's brand leading to greater exposure and more funding. Partnering with other organizations and offering benefits of interest to their markets provide access to communities you want to target. Exposure to the right markets will increase your organization's visibility and help strengthen your brand. If planned properly, a grassroots networking campaign will provide greater exposure of your mission, strengthen your brand and position you for future growth. Explore opportunities with a grassroots networking strategy as part of your marketing campaign.

## News

### Training

We want to thank everyone that participated in our Corporate Relations Beta class. It was a great success and we got great feedback from participants. The training provided a basic exposure to corporate relations. Some participants wanted a more advanced exposure. So, from this input we will introduce two new training opportunities, our basic corporate relations training and our advanced six-month workshop. For more information on Mosaik Strategies training programs, go to [www.mosaikstrategies.com/services/training.html](http://www.mosaikstrategies.com/services/training.html).

### Corporate Support Increase in 2005

According to the Giving Institute, the parent organization of Giving USA Foundation, corporate donations in 2005 grew by an unprecedented 22.5 percent to reach an estimated \$13.77 billion. The total estimate for charitable giving was the largest for corporations in 40 years. [Click for more information.](#)

### New Resources

Check out Mosaik Strategies resources page for more resources and get a discount on a subscription to the Washington Business Journal, [www.mosaikstrategies.com/resources.html](http://www.mosaikstrategies.com/resources.html).

- Our Website

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