

Successful Business Nonprofit Partnerships:

Delivering ROI and Change



COMMUNITY
MATTERS
GROUP 

The Boston Globe

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1. setting the stage

Successful Business Nonprofit Partnerships:

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Presenters

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Agenda

1. Setting the stage:

- ▶ Agenda
- ▶ Who's here?
- ▶ Objectives + Expectations

2. Goals of business-nonprofit partnerships:

- ▶ Of the partnership
- ▶ Of the business partner
- ▶ Of the nonprofit partner

3. Keys to achieving goals:

- ▶ From the business partner
- ▶ From the nonprofit partner
- ▶ From both together

4. Generating ROI:

- ▶ For the business partner
- ▶ For the nonprofit partner
- ▶ For society

5. Roadblocks:

6. Wrap Up:

- ▶ Final Q&A / Group Discussion
- ▶ Evaluation

Who's Here?

- ▶ Raise Your Hands
- ▶ What's an example of a highly successful partnership? Specifically, what made it successful?



Objectives

After this workshop, participants will:

1. Have an understanding of the keys to a successful partnership between a nonprofit and a company
2. Have an understanding of how successful partnerships can generate value for the company, the nonprofit and the community
3. Have an example they can show others in their organization of a successful partnership between a nonprofit organization and a leading company

Expectations

- ▶ Participatory
- ▶ Questions are good



2. goals of business- nonprofit partnerships

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Goals of business-nonprofit partnerships



- Goals of the partnership
- Goals of the business partner
- Goals of the nonprofit partner

Goals of business-nonprofit partnerships

▶ Goals of the partnership

- Effecting real change
- To do more together than we could do individually
- Intelligently leveraging the strengths and resources of each partner
- Fostering an atmosphere of collaboration



Goals of business-nonprofit partnerships

► Goals of the business partner

- To make a difference (real change)
- Support key business goals
 - Reputation
 - Access to key influencers of the business' success
 - New markets
 - Increased sales
 - Etc.
- Meet corporate citizenship responsibilities
- Connect our people to the community
- Leverage the relationships and competencies of the business to magnify impact



Goals of business-nonprofit partnerships

▶ Goals of the nonprofit partner

- ❑ Secure resources to expand the reach, impact and effectiveness of the nonprofit (vis-à-vis accomplishing its mission)
- ❑ Learn from the competencies, skills and knowledge of the corporate partner
- ❑ Access to the people who the company can reach: customers, clients, vendors, employees, etc.
- ❑ Visibility

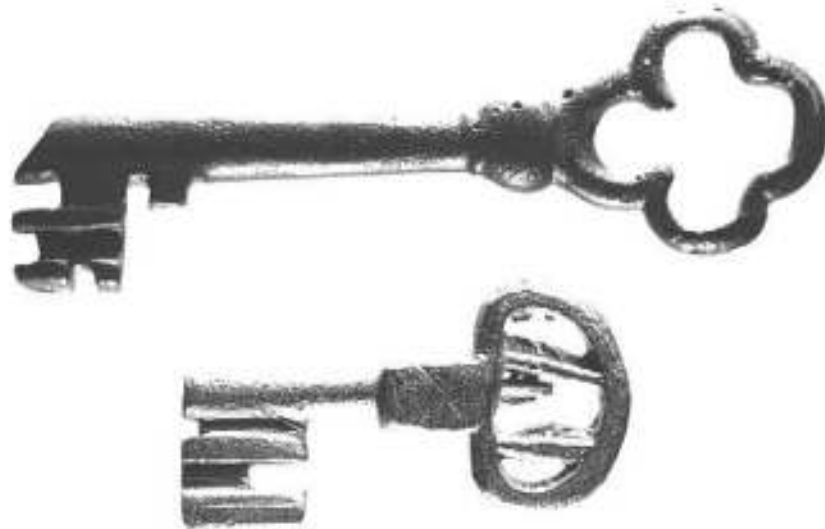


3. keys to achieving goals

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Keys to Achieving Goals



Keys to Achieving Goals

▶ Top 10

1. **Communication**
2. **Shared values, on same page re strategy and high level goals**
3. **Understanding the Resources, Needs, Goals, Skills, Expertise, Pressures Faced and Limitations of each partner**
4. **Day to day ability to work together**
5. **Flexibility**
6. **Multiple touch points**
7. **Work toward true collaboration (balance of power)**
8. **Acknowledge that the partner's mission is broader than this partnership**
9. **Provide a variety of resources as needed**
10. **Think Big! Think Bold!**



4. generating ROI

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Generating ROI



- For the business partner
- For the nonprofit partner
- For the community

Generating ROI for the Business Partner

▶ How generate ROI?

- Measurably impact an issue affecting the business
- Deeply engage employees
- Strengthen relationships/visibility with key influencers of the business' success
- Open new markets
- Create new products/services
- Reduce costs, increase efficiency

ROI

- ▲ E.g.,
- ▲ E.g.,
- ▲ E.g.,
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- ▲ E.g.,
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Generating ROI for the Nonprofit Partner

▶ How generate ROI?

- Make measurable progress towards organizational goals
- Increase visibility
- Utilize the full resources of the partnership (skills, knowledge, relationships, etc.)
- Increase quality
- Align activity with mission and goals of the organization

ROI

- ▲ E.g.,
- ▲ E.g.,
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Generating ROI for the Community

▶ How generate ROI?

- ❑ Develop a theory of change for impacting a need or challenge
- ❑ Test the theory of change
- ❑ Evaluate the effectiveness of the theory at creating change



ROI

▲ E.g.,



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▲ E.g.,



5. roadblocks

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Roadblocks



6. wrap up

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Wrap up



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