

# Redefining Strategic Partnerships: Quality over Quantity in Today's Economic Climate



# Agenda/Contents

Establishing

Building

Measuring

Monitoring



# Presenters



Jeff Mack

Michael Marino



Jon Spivey

Diana Greshtchuk

## What is Corporate Responsibility (CR)?

The broad concept that businesses are more than just profit-seeking entities and therefore also have an obligation to benefit society

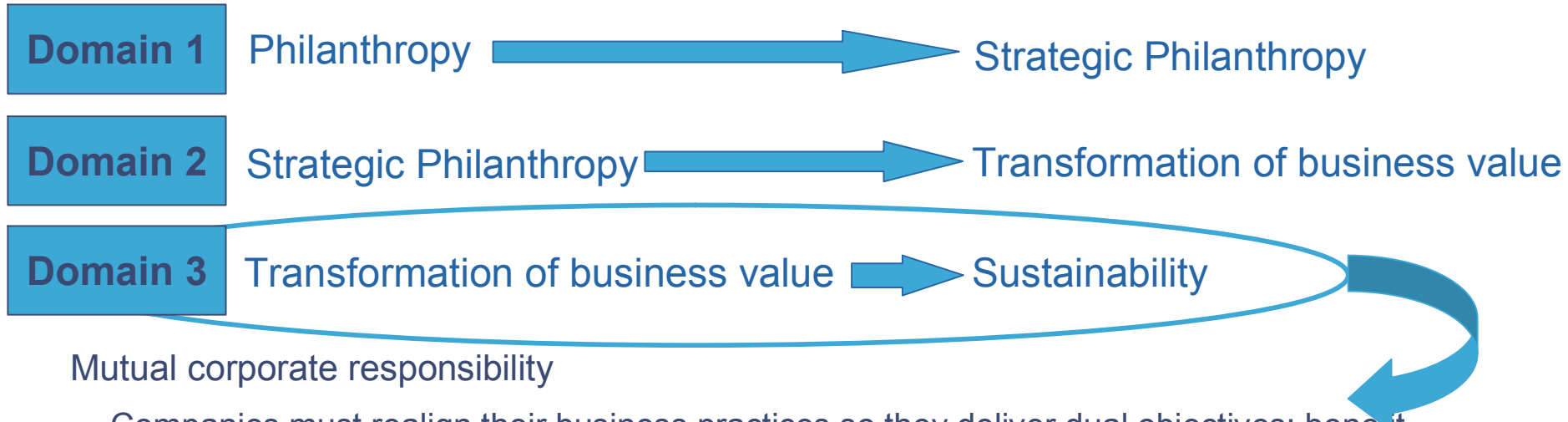
Long-term organizational sustainability involves a holistic and comprehensive approach to integrating profits, people and the planet – the triple bottom line.

### Why focus on CR?

- Integrating cause agendas into business strategies allows social good to align with new business opportunities
- Clients are reporting on their social responsibility efforts and beginning to ask about our position
- Our people and future candidates have articulated that social responsibility is a critical factor in trusting and joining an organization
- Globally, CR and environmental issues specifically are rapidly emerging



# Evolution of Corporate Responsibility



## Mutual corporate responsibility

- Companies must realign their business practices so they deliver dual objectives: benefit society and the bottom line. Economic and social value converge but only in the long run
- Companies must integrate into the products and services approaches to societal problems such as climate change, energy efficiency and healthcare
- Employees and customers must be invited to participate in company's corporate responsible decisions and actions

*Enterprise responsibility:* leadership buy-in to business case, review of policies and practices, investment in engineered solutions

*Personal responsibility:* commitment, resilience, behaviors change



# Evolution of Corporate Responsibility

## Example: High Impact Volunteering

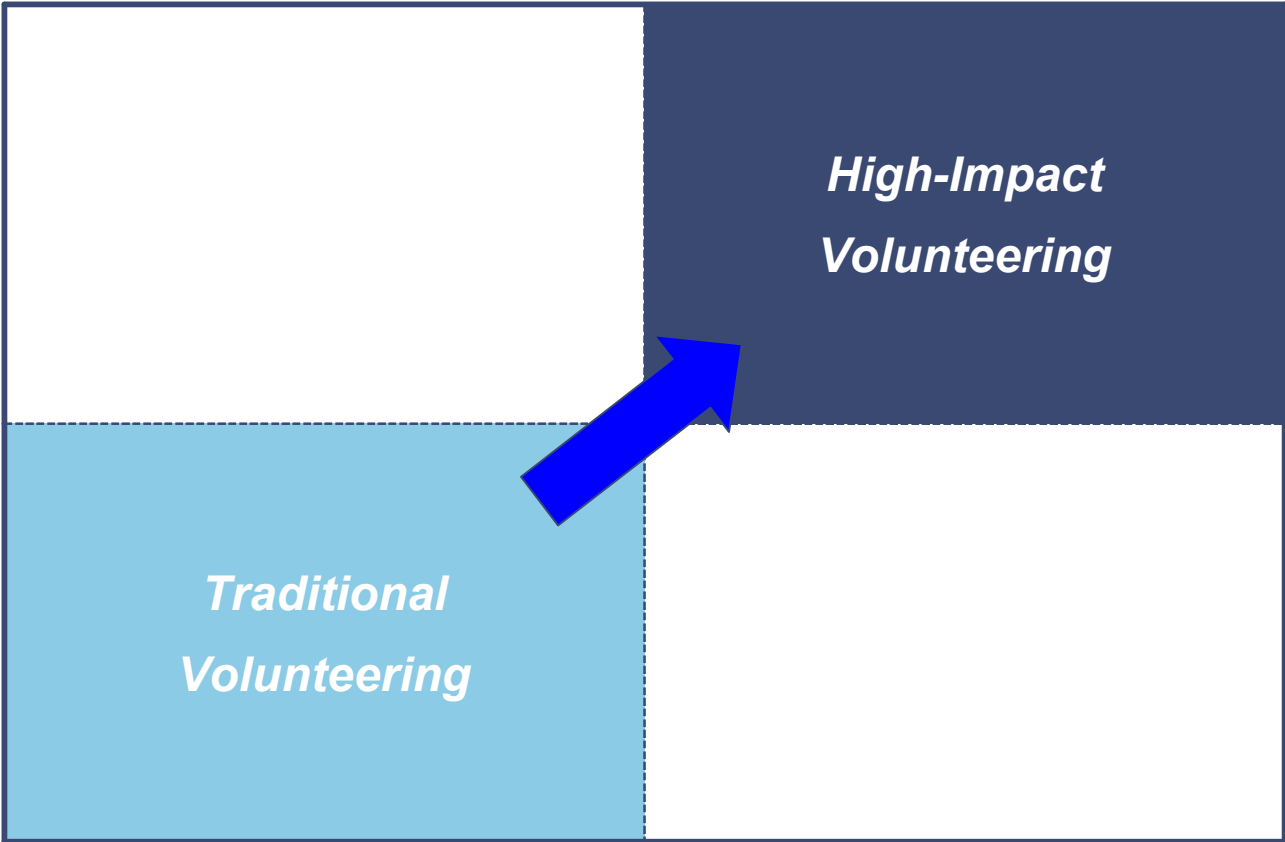
**Strategic**

(priority stakeholder relations, customer focus, competitive advantage, leadership development)

*Business Motivations*

**General**

(good citizenship, reputation, employee morale)



*Leverage of Corporate Assets and Expertise*

Low

(nontechnical service, low leverage of corporate resources)



High

(skill based service, high leverage of corporate resources)



## How can I get my company started?

### Identify community service objectives

- Consider corporate mission & strategy
- Identify a not-for-profit organization whose mission aligns with your corporate objectives
  - Scale, strategy, opportunities,
  - relationships
- Get buy-in from senior management
  - Best practices from PwC
- Current economic environment
  - Factors to consider



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## Where do you find companies that support your cause?

- Ask board & key volunteers
  - Corporate Equality Index
- Look at sponsors of other like-minded organizations/events
  - Both nationally and locally
- Be present at other events
  - Local pride celebrations
  - Conferences



Establishing the Relationship:

# Gift Acceptance Policy

What they are and why they're important



"Beware of geeks bearing gifts."



## What does my company need to do?

**GIVE JOY**  
**GET JOY**

1. Identify a designated liaison
2. Agree on annual objectives
3. Establish annual calendar of events
4. Support from the top
5. Relationship is a two-way street
6. Provide time and resources
7. Leverage any corporate donation matching programs

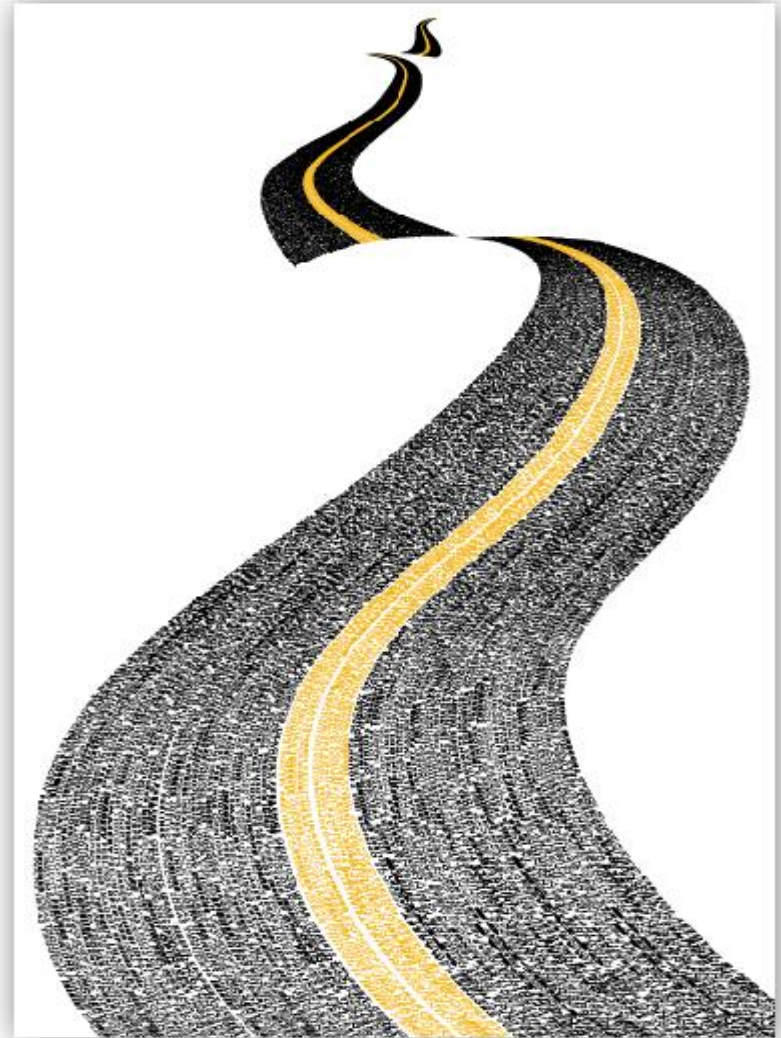
you get what you give



## Corporate partnerships are a two-way street

### What are the goals?

- Purely philanthropic
- Community Service
- Diversity
- Social Responsibility
- Marketing
- Employee Relations
- All of the above



## Return on investment

- What is the business case?
  - Measurable deliverables
  - What's in it for them?
    - Size matters (when it comes to their logo)
  - Highlight population served
- Clarify expectations
- Point people



Measuring:

# What are you getting out of the relationship?



- Conduct periodic or event-driven check-in points to discuss progress
- Reevaluate the relationship on an ongoing basis
- The corporation is the non-profit organization's client
  - Request a Value Report
- Examples of strong and weak relationships



Measuring:

The key to a partnership is the measure of success

The company will want to go back to their stakeholders and prove to them the success of the relationship.

- Periodic updates
  - Follow-up reports
  - Thank you letter
  - Collateral materials
- Don't over promise
- Avoid mission drift
- Awards and honors
- Assess benefits to the non-profit as well



Maintaining:

# How do we keep the relationship exciting, new, fresh, and fun?

- Benefits
- Periodic rotation of liaison to eliminate burn-out factor
- Ingrain into corporate culture
- Really believe and be passionate about the cause
- Measured successes help maintain momentum – keep leadership informed
- Long-term relationship vs. one-night-stand leads to more return for both organizations



Maintaining:

Your partners should not feel as if you only touch base with them when you need \$\$\$

- Create a personalized calendar of touch points
  - Newsletters
  - Holiday card
  - New developments & successes
  - Marketing opportunities
- Build relationships with others at the company
  - ERG's
- Long-term investment and benefits
  - ROI
  - Evaluate what worked and what didn't



# Conclusion



# Question & Answer Session

