

Finding Relationship Opportunities

What type of business/nonprofit relationships could be appropriate for your program? Brainstorm your ideas below.

These first three responses are usually most appropriate for introductory or newer corporate / nonprofit relationships:

<p>Corporate Philanthropy</p> <p>Corporate philanthropy includes direct contributions to an organization or a cause, such as cash contributions, grants in exchange for public acknowledgement, and listings in marketing material.</p>	
<p>Corporate Sponsorship</p> <p>Corporate sponsorship includes In-kind support or sponsorship to offset costs of special events or campaigns in exchange for high visibility.</p>	
<p>Employee Volunteering</p> <p>Corporate sponsorship includes In-kind support or sponsorship to offset costs of special events or campaigns in exchange for high visibility.</p>	

The next three relationships are most appropriate between businesses and non-profits where trust has been built and a foundation exists to support more sophisticated endeavors:

<p>Cause-Related Marketing</p> <p>Cause-related marketing includes donating a percentage of revenue from the sale to a nonprofit initiative in exchange for generating increased sales and other related corporate objectives.</p>	
<p>Cause Marketing</p> <p>Also known as “cause promotion,” cause marketing is the support of social causes through paid endorsements or promotions in exchange for including the nonprofit logo on the corporate materials, products, and services.</p>	
<p>Corporate Social Marketing</p> <p>Corporate social marketing is the support of behavior change campaigns. The focus of the involvement is on changing behaviors for the sake of improving public health, safety, the environment, or another cause.</p>	