

# MEETING THE COLLABORATION CHALLENGE

Developing Strategic  
Alliances Between  
Nonprofit  
Organizations and  
Businesses



## LEADING BEYOND THE WALLS

Across the world,  
leaders of  
organizations from all  
three sectors increasing  
recognize the necessity  
by developing  
partnerships that thrive  
on the shared strengths  
of their participants



# Productive alliances



The value of productive alliances for building healthy, cohesive communities has long be clear to leaders of non profit organizations. The challenges our society faces cannot be met-nor our opportunities fully realized-by any one organization or sector alone. Effective collaboration with other nonprofits, government agencies and business is an imperative

# We are witnessing a proliferation of powerful partnerships between nonprofits organizations and businesses



- Through a systematic process for developing your nonprofit's portfolio of alliances with businesses, you can introduce concepts and examples, stimulate discussion, and unleash the creative energy of the organization.
- Successful alliances justify the investment of focused attention and other resources because they directly further both the nonprofit and business mission

# COMPLEX & STRATEGIC RELATIONSHIPS



Relationships between nonprofit organizations and businesses are becoming increasingly complex and strategic. They are migrating from charitable relationships between development donors and grateful recipients to varied alliances that create diverse benefits for both partners and added value for communities.

Today there is growing interest in the evolving range of partnerships, alliances, ventures, and collaborations between nonprofits organization and businesses. These relationships result from opportunities and careful planning. To lead beyond the walls, nonprofit organizations need to be ready both to respond to serendipity and to seek out business partners systematically to develop alliances that further their mission

# The range of relationships



- Most familiar are contributions of money and goods and sponsorships of events, activities, publications, and other products. These relationships provide goodwill to businesses and funds for non profit organizations as board members, as fundraisers, in developing and delivering programs and by providing pro bono technical expertise. Many nonprofit organizations regularly provide employee services under contract to businesses , in areas including child care, health, education, and job training and readiness

# Cause related marketing. Social marketing



Cause related marketing has become increasingly familiar as businesses contribute a portion of revenue generated by specific marketing activities to the nonprofit organizations featured in those campaigns.

Businesses and nonprofits are also joining in social marketing projects designed to create social benefits or behavioral change.

Nonprofit organizations are arranging licensing and branding agreements in which businesses pay to use nonprofits names, logos, and images enhance the business marketing activities and the nonprofits visibility and finances. And some nonprofit entrepreneurs are partnering with businesses in social enterprises to generate surplus revenues for nonprofits from creating, testing, distributing or selling services and products

# Nonprofit organizations Assets and Benefits



Nonprofits organizations are recognizing that their broad range of assets and capabilities produces these benefits for businesses. Strategic alliances depend on nonprofit's powerful missions and strong public images, access to customers well as for their organizational infrastructure and operations. These benefits come from relationships not only with those in marketing product development, human resources, public relations, and other business units. The benefits nonprofit organizations can realize range from program innovation and delivery to revenues and goods, from people to facilities and from publicity to information. Nonprofit organizations can increase public awareness issues and causes and achieve greater organizational visibility through alliances public relations and marketing communications. Businesses can also provide experts pro bono assistance and access to other businesses and influential people to expand nonprofit organizations contacts



# Meeting the Challenge

THE EVOLVING RANGE OF RELATIONSHIPS BETWEEN NONPROFIT ORGANIZATIONS AND BUSINESSES PRESENT OPPORTUNITIES FOR MUTUAL BENEFITS AND RESULTS BEYOND THOSE ANY ORGANIZATION OR ANY SECTOR COULD ACHIEVE ALONE. BY MEETING THE COLLABORATION CHALLENGE, NONPROFIT LEADERS CAN REALISE NUMEROUS BENEFITS FOR THEIR ORGANIZATIONS AND THE COMMUNITIES THEY SERVE

# PREPARE YOUR NONPROFIT ORGANIZATION TO MEET THE COLLABORATION CHALLENGE



- 1. Identify Assets and Capabilities Your Nonprofit Might Provide in Alliances
- Determine Benefits Your Nonprofit Might Seek in Alliances
- Review Your Nonprofit's Strategic Goals and Readiness for Developing Alliances
- Delegate Responsibilities for Guiding Alliance Development
- List Your Nonprofit's Current Relationships with Business

# PLAN YOUR NONPROFIT ORGANIZATION'S STRATEGIC ALLIANCES WITH BUSINESSES



- Map Your Nonprofit's Relationships on the Collaboration Continuum
- Research Each Potential Alliance to Assess Strategic Fit and Opportunities
- Identify Other Businesses with Which Your Nonprofit Might Create Alliances
- Design a Marketing Approach for Each Potential Alliance

# DEVELOP STRATEGIC ALLIANCES WITH BUSINESSES



- ① Develop the Purpose and Fit Statement for Each Alliance
- ① Develop the Management Plan for Each Alliance

# RENEW YOYR NONPROFIT ALLIANCES WITH BUSINESSES



- Prepare for Alliance Appraisal
- Update Your Nonprofit's Operating Plan
- Review Your Nonprofit's Portfolio of Alliances

# AFTERWORDS



Peter Drucker provides us with the big picture of the non profit organization's significance and indispensable role, today and tomorrow.

"the more economy, money, and information become global , the more community will matter," notes Peter. " The leadership,

competence, and management of the social sector nonprofit organization will thus

determine the values, the vision, the cohesion, and the performance of the 21st century society

There is a new energy as leaders of the future embrace the opportunities in this wider world. Social sector leaders must step to the fore and, employing the strength of nonprofit missions and values, operate as the equal partner of business and government in developing responsible leaders, caring citizens, and a healthy inclusive society

Each alliance with a business that your nonprofit organization develops carries out and appraises can further your mission and enhance your capacity to lead beyond the walls. It is through alliances, partnerships, and collaborations that organizations across all sectors together build the inclusive, cohesive, community that cares about all its people

**ΠΑΡΕΧΟΥΜΕ ΣΕΜΙΝΑΡΙΑΚΗ ΕΚΠΑΙΔΕΥΣΗ, ΣΥΜΒΟΥΛΕΥΤΙΚΗ ΚΑΙ  
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