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Understanding Our Different Perspectives

Nonprofit/Government Agencies

Decision-making process

- Sometimes plans have to be submitted for board approval

Method of project funding

- Unless already in the budget, may need to do special fundraising, or grant writing, which takes time

Non-cash resources

- Employees and volunteers
- Community contacts and sphere of influence
- Location (possibly)

Possible concerns

- Cause is agency's primary focus, but not for the business
- Duration of business commitment
- Loss of control
- Equity of labor

Image issues

- Who will dislike the corporate involvement?
- Seen as "selling out"?

For-Profit Businesses

Decision-making process

- Within budget, authority is decentralized

Method of project funding

- Once decision made, cash is available

Non-cash resources

- Employees as volunteers
- Employees for in-kind services (printing, designing, etc.)
- Meeting space
- Equipment, including transport

Possible concerns

- Cause is not primary focus, remaining profitable is
- Capacity of the nonprofit to contribute
- Loss of control
- Amount of cash ultimately needed
- Unexpected business climate changes

Image issues

- Who will dislike the involvement with this cause or agency?
- Halo effect vs. suspected motives