

NONPROFIT AND CORPORATE PARTNERSHIPS OFFER TREMENDOUS POTENTIAL FOR IMPACTFUL CHANGE.

HERE ARE 6 WAYS YOU CAN COLLABORATE:

1. Cause Marketing Campaigns

- Corporations can launch campaigns where a portion of product sales benefits a nonprofit partner.
- **Benefits:** Drives brand awareness for the company, funds vital nonprofit work, and raises consumer consciousness of the cause.

2. Skills-Based Volunteering

- Corporate employees can offer their professional skills (marketing, accounting, IT, etc.) as volunteers to nonprofits.
- **Benefits:** Nonprofits access specialized expertise they might not afford, employees develop leadership skills and connection to the community.

3. Corporate Sponsorship

- Corporations can grant financial support to nonprofits for programs, events, or general operations.
- **Benefits:** Nonprofits get reliable funding, companies boost positive brand association and reach audiences aligned with the cause.

4. In-Kind Donations

- Companies can donate products or services that nonprofits need, such as technology, office space, or surplus goods.
- **Benefits:** Reduces nonprofit expenses, leverages corporate resources for good.

5. Joint Innovation & Problem-Solving

- Nonprofits tap into corporations' R&D capabilities and entrepreneurial spirit to develop innovative solutions to social problems.
- **Benefits:** Combines on-the-ground expertise of nonprofits with the scale and resources of corporations for wider impact.

6. Employee Engagement

- Companies can cultivate a culture of giving back through matching donations, paid volunteer time, and team-based fundraising events.
- **Benefits:** Boosts employee morale, helps nonprofits meet critical needs, strengthens community ties.

