

Beyond Volunteering: Building nonprofit-corporate partnerships

June 24, 2016 -- Jonathan Rhodes (jonathan@labs8.com)

“Typically two companies form a **strategic partnership** when **each possesses** one or more **business assets that will help the other**, but that each respective other does not wish to develop internally.” - Wikipedia, Strategic Partnership

What do companies need and what can nonprofits offer?

Company need	Nonprofit assets
Engaged employees	Volunteering / team building opportunities
Clients	Community insight Connections with other partners e.g., donors, volunteers
Brand recognition	Community visibility Marketing, reporting
Meaning	Community impact Board positions (seattleworks.org/bridge)