

Engaging Business As Friends and Funders of CED

By: Mark Cabaj & Paul Born
October 2nd, 2003





Opening Thought

We meet someone new and begin a careful investigation of whether we have anything in common or not. If we find some commonalities we may continue to engage with that person and the relationship grows due to even more common interests, values and views or remains a simple acquaintance. Relationships require ongoing contact to remain healthy and positive.



Agenda

(1) Some Principles

(2) A Framework

- Options for Business Involvement
- Motivations for Business Involvement
- Merging Options & Motivations

(3) Approach

- Action
- Leadership
- Learning & Change

(4) Steps

- Steps in Engaging and Sustaining Involvement



Principles

- We are rooted in a commitment to learn, model and apply the strategies of comprehensive thinking and action, multi-sector collaboration, community asset building and community learning.
- We understand that everyone is part of the problem and part of the solution.
- We focus on the strengths and assets of communities, rather than their deficits.
- We respect and embrace a diversity and engage in the work in a spirit of trust, appreciation and generosity.
- We measure our success by our results.



A Framework

- Options for Involvement
- Motivations for Involvement
- A Strategic Framework



Options for Business Involvement

Levels of Involvement



Contribution of Resources

Financial, in-kind and relationships.

Progressive Procurement

Businesses purchase goods and services from enterprises that operate within a social framework.

Serving Untapped Markets

Businesses work to ensure their goods and services are accessible and affordable to low income residents.

Progressive Human Resources

Wages, benefits, job structure, workplace supports, training.

Innovation

Businesses identify their own unique way of getting involved in CED.

Integrated

Businesses combine more than option for CED involvement.



Motivations for Business Involvement

Depths of Motivation

Traditional Philanthropic

Businesses want to give 'something back' to the community.

Strategic Philanthropy

Businesses want to help the community achieve a social goal and improve their own business performance.

Beyond the Bottom-Line

Businesses want to help the community achieve a social goal even, at times, at the expense of business performance.



A Strategic Framework

Options for Involvement
 (Level of Complexity and Intensity and Potential for High Impact)

Motivations for Involvement
 (Depth of Commitment)

	Contributing Funds, Employees and Contributions-In-Kind	Progressive Procurement of Goods & Services	Progressive Human Resource Practices	Tapping Into Underserved Markets	To be determined!	Integrated
Traditional Philanthropy	Good Motivation, Small to Large Impact, But Often Short Term					
Strategic Philanthropy						
Beyond the Bottom Line						Powerful Motivation, Usually High Impact, Usually Long Term



Approach

- Action
- Leadership
- Learning & Change



Action

People are likely to develop a richer understanding of CED - and develop a greater commitment to it - if they roll up their sleeves and get involved in some concrete work.



Leadership

When and where possible, it's most effective to have decision-makers in a business take personal leadership in CED and select how they want to be involved.



Learning & Change

With a firmer understanding of CED and some concrete experience under their belt, the probabilities that business leaders will sustain and build on their commitment to CED is greater.



Steps

1. A track record of excellence.
2. A transformational vision.
3. A compelling case for support.
4. Leadership.
5. Prospects - who cares about what you do?
6. The Campaign Plan.
7. Cultivation - "the engagement process";
and, Solicitation - asking made natural.
8. Stewardship - keeping our friends.



Questions

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