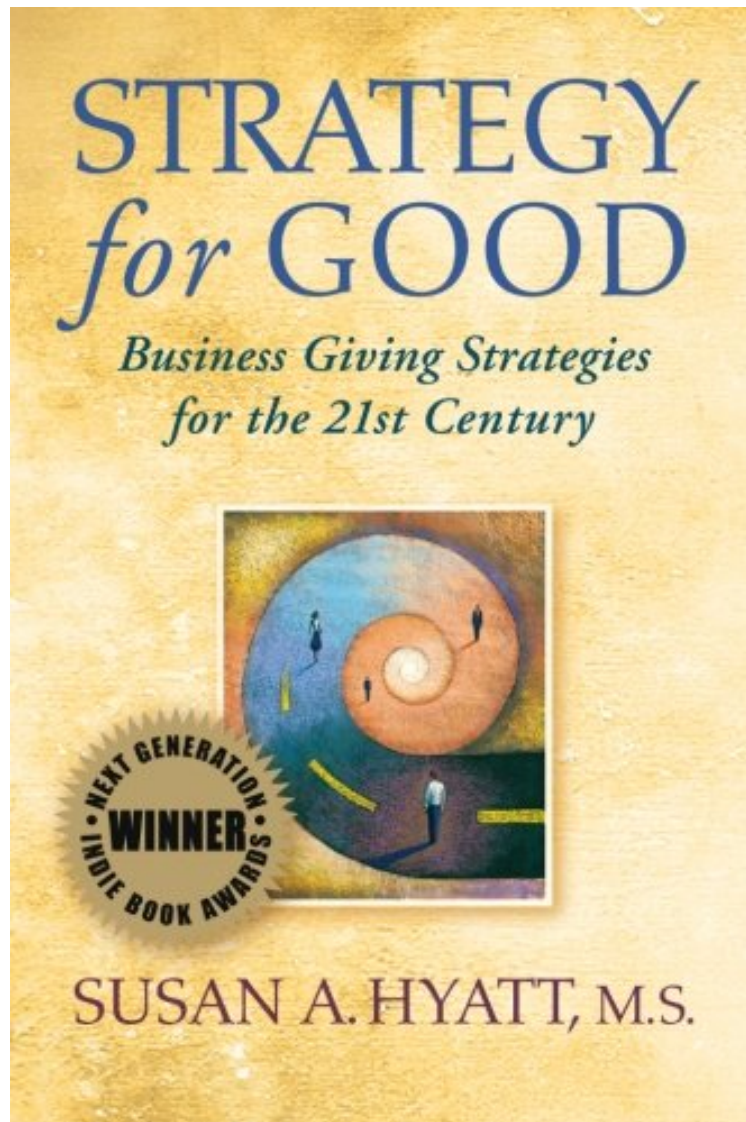


[Download] Strategy for Good: Business Giving Strategies for the 21st Century

Strategy for Good: Business Giving Strategies for the 21st Century

Susan A. Hyatt

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perspective about how best to make the nonprofit case for business giving. It provides concrete advice that can help nonprofits understand the business case they should be making in encouraging partnerships between their own organization and a community partner. It provides the language that nonprofits can use to approach businesses who want to develop high impact projects that meet the needs of nonprofits at the same time that they encourage employee volunteering and business partnerships. Nonprofit leaders would be wise to look inside the world of those they wish to cultivate!

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0 of 0 people found the following review helpful. A Business Essential By Merrie Wycoff Strategy for Good: Business Giving Strategies for the 21st Century is a must read book for entrepreneurs and companies looking to maximize the impact of their giving. I appreciated the practical tips about how entrepreneurs like me can do high impact community engagement that not only helps my favorite causes but also gains visibility for my company in the community. The many examples of how other businesses give back gave me new ideas about ways I can make a difference beyond just writing a check.

Winner of four book awards: 2012 Axiom Business Book Awards, Bronze in Nonprofit/Philanthropy category 2012 Next Generation Indie Books Awards, Third Grand Prize Winner for Nonfiction 2012 Next Generation Indie Book Awards, Winner in the Business category 2012 Colorado Independent Publishers Association EVVY Award, Bronze in Business/Career category Giving back to local communities is a growing expectation for businesses coming from both outside and inside company walls. Community involvement is no longer a nice to do but a need to do. Dont be one of those companies that just tosses dollars at issues for a tax write-off. Instead, use this proven, step-by-step process to maximize your companys give-back efforts. Strategy for Good shows you how to create all-win solutions that demonstrate your values, benefit the causes you care most about, and boost your bottom line. Your company can be engaged in heartfelt ways that positively impact your business goals, operations, and profitability. This lively, accessible how-to resource guide will give you: Best practice examples, tips, and insights on effective community involvement from over 50 business thought leaders; The 7 essential steps of effective community involvement to take your strategy and organizational systems to the next level; A menu of dozens of proven ways to engage with nonprofits and NGOs through contributions and commerce; and Food for thought suggestions to help generate even more ideas about ways to support the causes you care about regardless of your companys age, size, or profitability. Forward by Patricia Aburdene, author of Megatrends 2010 The Buzz: Strategy for Good is a must-read for business leaders wishing to create greater impact in the world. JEFFREY SWARTZ, President CEO, Timberland Strategy for Good is a compelling and comprehensive guide on how business and non-profit leaders can create strategic partnerships that create mutual value and benefit. Its chock full of helpful resources, real world examples and a practical seven step plan for strategic business giving that will help business leaders reap new dividends for their company and society. KIM FRAWLEY, Director, Corporate Responsibility, Pfizer Inc. Whether aiming to get started or deepen existing investments, small companies will find Susan Hyatts approach to and ideas for community investments a useful tool to create positive impact for both business and neighborhoods. ANNA CUNNINGHAM, Manager, Global Responsibility, Starbucks Coffee Company

About the Author SUSAN A. HYATT is the founder and CEO of Core Thought, a consulting firm that helps companies transform good intentions into real impact on their communities and their bottom line. Susans clients include the Corporation for National and Community Service, CARE, Habitat for Humanity, Heifer International, and U.S. AID. The author travels widely as a trainer, keynote speaker, and avid volunteer in global service projects.