



Nonprofit and Business Sector Collaboration: Social Enterprises, Cause-Related Marketing, Sponsorships, and Other Corporate-Nonprofit Dealings

Sridhar Samu, Jr, Walter W Wymer

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Business managers: are you considering supporting a worthy cause?

Nonprofit administrators: are you considering looking for a corporate partner?

Examine ways to reap the benefits—while avoiding the sometimes-hidden pitfalls—of these partnerships!

In the last decade, cooperation between businesses and nonprofit organizations has increased dramatically. Businesses, no longer content to simply make contribution to worthy causes, are now working with nonprofits in ways that help them increase their visibility and reach new consumer groups. In this book, top researchers explore the how, why, and when of this kind of collaboration. In addition to examining the various types of relationships that currently exist between these kinds of organizations and what the future could hold, *Nonprofit and Business Sector Collaboration* goes on to explore cause-related marketing, philanthropy, social enterprise, sponsorships, alliances, licensing agreements, and more.

This informative book illustrates the motives for and expected outcomes of developing these collaborative business relationships, and then gets specific with insightful examinations of:

- the role that marketing plays in cross-sector collaboration
- alliances (strategic partnerships, symbiotic marketing, etc.) and the characteristics each partner and the partnership itself must have to succeed
- how the public's attitude toward a charity can change when the charity accepts corporate donations
- how existing perceptions of a company's ethics can affect a cause-related marketing campaign
- Pepsi's cause-related marketing campaigns in Spain—how they were perceived by the Spanish population, and their effect on the company's image there
- how nonprofits can create successful relationships with corporate sponsors and their customers
- how businesses and arts organizations can work together for their mutual benefit
- and more!

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