Business Partnerships

Print Resources (from RC and NSLC Libraries)*

Austin, James E. ***Collaboration Challenge: How Nonprofits and Businesses Succeed Through Strategic Alliances***
Explains how to establish and manage strategic alliances that are effective and mutually beneficial. Insights and lessons are drawn from the experiences of 15 collaborations between nonprofits and for-profit businesses.
nationalserviceresources.org/nsrclibrary?action=detail&view=&item=M1581

Bucy, Harriet Hanauer. ***School Community Business Partnerships: Building Foundations for Dropout Prevention***
This manual was developed to provide businesses with practical and easily implemented ways to meet the needs of local schools. It provides ideas and approaches for developing partnerships focused on school dropouts by exploring problems and pitfalls and offering solutions.
www.servicelearning.org/library/lib_cat/index.php?library_id=1829

DeBerg, Curtis L., et al. ***Entrepreneurship Education for At-Risk Youth: A Successful Model for University/Business Partnerships***
Reports on an entrepreneurship education program taught by university students to 32 at-risk youth. Through business and computer literacy lessons, the students increased their knowledge of business and economic concepts.
nationalserviceresources.org/nsrclibrary?action=detail&view=&item=R2310

Hogan, Lyn A. and Marco Argentieri.
Community Blueprint: Creating Welfare to Work Efforts at the Local Level
Shares welfare to work experiences of communities nationwide and guides community leaders and citizens through a step-by-step process in developing a program. Addresses welfare to work issues such as designing a community-based plan, planning events to recruit business, and evaluating and monitoring efforts.
nationalserviceresources.org/nsrclibrary?action=detail&view=&item=R1114

KaBOOM! ***Community Fundraising Idea Kit***
Provides 101 money-making ideas to fund the building of a community playground. Includes sections on setting a budget, preparing to fundraise, targeting corporate sponsorships, and writing an effective proposal. Appendix contains charts, templates, and checklists. Companion publication to *The Community-Build Playground Manual*.
nationalserviceresources.org/nsrclibrary?action=detail&view=&item=W1700

Kretzmann, John P., and John L. McKnight.
Guide to Mapping Local Business Assets and Mobilizing Local Business Capacities
Provides information on profit-making enterprises in communities and how they can potentially build up a local economy. Focuses on mapping assets in a community in terms of businesses and making contact with those businesses to encourage mobilization of their capacities.
nationalserviceresources.org/nsrclibrary?action=detail&view=&item=W0051

Programs funded by the Corporation for National and Community Service may borrow resources by mail from the NSRC or NSLC libraries. Please call 1-800-860-2684, or 1-866-245-SERV, for more information.

Northwest Regional Educational Labs. ***Employer Recruitment and Orientation Guide: Connections Linking Work and Learning***
This guide contains strategies and resources to help educators involve the business community in work-based learning. The guide is a tool for building the interest, understanding, and commitment of employers to form partnerships with schools and create work-based learning opportunities for young people.
www.servicelearning.org/library/lib_cat/index.php?library_id=212

Parsons, Cynthia. ***The Co-op Bridge***
Defines cooperative education, service-learning, cooperative education teacher training, and the role of business and cooperative education. Also presents a strategy where parents, educators, and employers come together to provide education and training that promotes productive citizens.
www.servicelearning.org/library/lib_cat/index.php?library_id=3271

Pickeral, Terry and Karen Peters. **"Educational Partnerships with Business and Industry"** in *Campus Community Collaborations: Examples and Resources for Community Colleges*
www.servicelearning.org/library/lib_cat/index.php?library_id=3327

Points of Light Foundation.
Developing a Corporate Volunteer Program: Guidelines for Success
Guidelines for managers of companies on how to tailor their corporate volunteer programs to fit the specific needs and culture of the company, its employees, and the community. Outlines the essential steps of program development, offering tips from experts in the field of corporate volunteer management and examples of documents that other managers of corporate volunteer programs have used in their companies.
nationalserviceresources.org/nsrclibrary?action=detail&view=&item=M0052

Sagawa, Shirley and Eli Segal. ***Common Interest, Common Good: Creating Value through Business and Social Sector Partnerships***
Explores innovative alliances between for-profit and not-for-profit industries that have yielded enormous benefits for both while serving the common good in the process. Explains the types of exchanges that can occur: philanthropic, marketing and operational. Includes detailed case studies of successful partnerships, from corporate sponsorships and cause-related marketing to employee volunteer programs and school-to-work initiatives.
nationalserviceresources.org/nsrclibrary?action=detail&view=&item=R2636

Shea, Margo and Christopher Nye.
Got Math? Curriculum and Implementation Guide
Curriculum for an out-of-school time mentoring program that uses math-rich projects and activities to improve math skills of third through fifth graders. Designed to use college students as mentors working with small groups of children. Community business partners with an interest in math-proficient future employees assist with curriculum advice, field trips, and limited instruction
nationalserviceresources.org/nsrclibrary?action=detail&view=&item=C2296

Sisson, Mary. ***Practical Steps to Guide District Planning and Implementation of Service Learning Programs! Tip Sheets***
Tip sheets for service-learning implementers. Includes descriptions of exemplary programs, the district office role, the principal s role, risk management and liability, service-learning power and practice, business partnerships, community agencies, the college and university role, and community partnerships.
www.servicelearning.org/library/lib_cat/index.php?library_id=3700

Websites

Business Resources from Points of Light
Provides an overview of corporate employee volunteering. Includes links to corporate volunteer councils, POLF corporate volunteer development staff, and resources and trainings for businesses.
pointsoflight.org/networks/business/

Business for Social Responsibility
BSR equips its member companies with the expertise to design and implement successful, socially responsible business policies, practices and processes. Check the Site Map to get a sense of what is offered here.
bsr.org/

Center for Corporate Citizenship at Boston College
CCC is a membership based research organization that helps businesses leverage their social, economic and human assets to ensure a more just and sustainable world.
www.bc.edu/centers/ccc/index.html

Mission & Market: The Resource Center for Effective Corporate-Nonprofit Partnerships
Best practices and resources from Independent Sector.
http://www.independentsector.org/mission_market/index.html

NSRC's Corporate Philanthropy Links Category
Includes all of the sites listed here, and will be updated frequently.
nationalserviceresources.org/link/category/47/

UPS Community
Links to descriptions of UPS's philanthropic activities, partnerships with service organizations, in-depth studies of volunteerism, and a Best Practice Toolbox for managing volunteers.
community.ups.com/

Online Documents

Creating "New Value" Partnerships with Business: Step by Step
Adapted for INDEPENDENT SECTOR by Shirley Sagawa from chapter 10 of *Common Interest, Common Good: Creating Value through Business and Social Sector Partnerships*.
www.independentsector.org/mission_market/sagawa.htm

Improve Your Philanthropic Portfolio:
A Guide to Investing in Volunteer Resources Management
Guide to help a company or foundation maximize investments in the nonprofit sector by supporting volunteering and the infrastructure necessary for its success. Sponsored by the Association for Volunteer Administration and the UPS Foundation, in collaboration with the Points of Light Foundation & Volunteer Center National Network.
pointsoflight.org/resources/details.cfm?ID=10141

Partnerships That Work: National Service and Business in Welfare to Work.
Report from a National Service Fellow on welfare reform and welfare-to-work policies, the role of business in employing welfare recipients, and the role of national service in welfare to work. Also discusses whether or not national service and business are working together in welfare to work, and provides a framework for generating new ideas in this area.
nationalservice.org/research/fellows_reports/99/keast.pdf

Work-Based Learning (ERIC Digest #187)
Describes types of work-based learning including school-to-work programs designed and implemented by state and local personnel who work collaboratively to establish partnerships of employers, schools, labor organizations, parents, students, and community members.
www.eric.ed.gov/ERICWebPortal/contentdelivery/servlet/ERICServlet?accno=ED482334

Effective Practices

Implementing an Employee Volunteer Program in Ten Steps
Corporate social responsibility in the form of employee volunteer programs creates a win-win situation for businesses, employees and the communities in which they serve. These ten tips excerpted from the USA Freedom Corps website offer practical steps for getting a program off the ground and ensuring its success
www.nationalserviceresources.org/node/17582

Assessing Corporate Climate for Employee Volunteer Programs
All companies and employee volunteer programs are different. Successful programs are tailored to best suit the company's culture and mission. Outstanding programs are formed on the understanding that the company's community service involvement contributes to the achievement of its business goals.
www.nationalserviceresources.org/node/17450

Enlisting Businesses to Adopt Home Meal Routes
Faced with a growing homebound senior population, the Volunteer Center of Orange County needed more volunteers to deliver meals to seniors' homes. Asking local businesses to "adopt a route" proved to be a successful way of securing volunteers to deliver homes on a consistent basis and involving local businesses in supporting the agency.
www.nationalserviceresources.org/node/17283

Collaborating with Businesses and Universities to Build Websites for Nonprofits
Collaboration between AmeriCorps*VISTA, national and local non-profit organizations, universities, and high-tech companies can be mutually rewarding. Teaming For Technology San Francisco shares its recipe for providing community-based non-profit organizations with commercial-quality websites, which can greatly increase the effectiveness and sphere of influence organizations have in their communities.
www.nationalserviceresources.org/node/17180

Partnering with Private Businesses in Welfare-To-Work Initiatives
This National Service Fellows study examines the opportunities and challenges of national service/business partnerships in welfare-to-work programs. Welfare reform is explained in detail, and reports are provided about several national service welfare-to-work programs, as well as how businesses have been running similar programs. The author also discusses possible models and ideas for national service-business relationships. An extensive resource guide for welfare-towork programs is included.
www.nationalserviceresources.org/node/17087