

Business World Travel Kit GIZMO

Both businesses and social profits (a.k.a. nonprofits) want to meet their goals, employ hard working people and constantly look for innovative strategies to stay ahead of the curve. Yet differences abound... and the *Business World Travel Kit GIZMO* (Giving Information for Zooming Mission Objectives) is designed to provide you with “travel” provisions for easily “navigating” these differences and creating strategic alliances that are mutually beneficial among businesses and social profits.

The following four travel provisions are essential for you to have in your briefcase for successful exploration of the business-world...

Guidebook: Navigating the nuances of business for winning outcomes

Topographical Map: Understanding Alliance Formations, Structures and Terms

Passport: Entering and capturing the attention of the business-world

In addition to the above four travel provisions, the *Business World Travel Kit GIZMO* includes attached **NOTESHEETS** for you to print out to assist you in the application of information — along the way — to your unique cause.

Finally, before traveling on any trip, it is useful to prepare a checklist for remembering essentials. Use the **Packing Checklist**, an attached worksheet, together with your previously completed NOTESHEETS to ascertain whether or not a business strategic alliance is appropriate for your social profit at this time.

BUSINESS WORLD TRAVEL KIT



●●● Drag items from briefcase onto desk ●●●

INTRO

EVALUATION

HELP

ABOUT US



The *Business-World Travel Kit* GIZMO is sponsored by the Corporation for National and Community Service (CNCS) through the Resource & Fund Development Initiative as detailed in the “About Us” section at the end of this document.

Within “About Us,” you will also get acquainted with Campaign Consultation, Inc., which wrote and designed the GIZMO you are about to explore. If you wish to contact Campaign Consultation for any reason, please see the “About Us” section for contact information.

You are invited to review the Help section that offers helpful information on additional CNCS Distance Learning Opportunities.

Guidebook: Navigating the Nuances of Business for Winning Outcomes

Introduction

How your non-profit organization, in the business of social change versus making money, refers to itself is critical to communicating with the business-world. Since what you say influences how you think about yourself, we are substituting the word: “non-profit” with “social profit.”

This travel guidebook will help your social profit navigate the nuances of the land of business as listed in the following section topics:

1. Money, Message and Match Up
2. Two Categories of Business Support
3. Convincing Business it's Smart to Partner with Social Profits
4. Winning Outcomes of Strategic Alliances
5. Finding Right Business Partner
6. Nine Keys to Strategic Alliance Success
7. A Guide for Making the Business Ask

Section 1: Money, Message & Match Up

Money, Message & Match Up: The benefits of joint ventures with business are summed up - with Money, Message, Match Up:

Money

Capacity building requires innovation, risk and smart thinking about long-term revenue generation. Joint ventures with businesses can be one of the most self-perpetuating money streams available.

Message

Businesses survive by getting the word out about their products and services. They already have message “vehicles” in which social profits can participate – advertising, packaging and signage in their locations – to name just a few. When you team up with a business partner successfully, your mission message can skyrocket.

Match Up

To grow your support base, social profits need to team up with new names and faces often. Working with businesses can lead to match-ups with new donors, leadership volunteers, program volunteers, etc.

Special Note: *Keep in mind that social profit and business partnerships can be effective for organizations in any setting – urban, rural or small town – and of any size.*

Section 2: Two Categories of Business Support

Strategic alliances with businesses are usually done through cause-related marketing, cause marketing or corporate social marketing relationships which are described in more detail later.

Study the following examples to see the differences in business “strategic alliances” versus charitable contributions.

Differences in Business Support

Strategic Alliances

Long-term partnering of a social profit and a business working together for mutual benefit within the marketplace

Raises more money and generates more profits and good will for businesses

Marketing occurs for both the company and the social profit

Charitable Contributions

Traditional philanthropic support through sponsorships, employee volunteering, etc.

Usually based upon single contributions asked and received one at a time

Marketing is targeted primarily for the company

Special Note: *From what category does most of your business support come?*

Section 3: Convincing Business it's Smart to Partner with Social Profits

Whether for products, services or workplace choices, people are making decisions with their hearts as well as their minds. Cone Roper studies show that when businesses present social partnering options, people prefer “spending or volunteering for a cause.”

Refer to the Partnering Notesheet and test your memory for the opportunity you have to share one of these statistics with a business leader.

Benefit for Business and Social Profit Partnering

Public Response	Support Spending/Working for a Cause
92% of Consumers...	Consider it important for business to contribute to social profits
86% of Shoppers...	Would switch to a cause-related product/brand if quality is the same
81% of Employees...	Prefer to work at companies associated with a social issue
90% of Employees...	Are more satisfied, productive and stay longer at companies with cause programs

Special Note: Use this information to educate volunteer leaders of the value of business alliances.

Section 4: Winning Outcomes of Strategic Alliances

Here are some topical outcomes that result in wins for both the business and social profit sectors when they engage in successful strategic alliances.

Outcomes:

Visibility

Business Wins: Positive media coverage builds image, market share and brand loyalty

Social Profit Wins: Organization's cause is widely publicized

Good Will

Business Wins: Benefits from public's positive response to collaborating and leveraging support with business

Social Profit Wins: Synergy creates a long-lasting favorable perception with public

Status

Business Wins: Elevates image among competitors as community-friendly

Social Profit Wins: Enhances reputation as a "player" in the community through relationship with respected business

Revenue

Business Wins: Sales increase

Social Profit Wins: Funds generated promotes greater sustainability

Competitive Advantage

Business Wins: Cause focus helps surpass competition with equal product quality

Social Profit Wins: Highlights uniqueness

Community Impact

Business Wins: By helping to address community needs, quality of life environment improves & increases employee recruitment & retention

Social Profit Wins: More funds increases ability to address root problem in community

Volunteer Base

Business Wins: Policy to enable employees to volunteer for causes is a win for productivity

Social Profit Wins: More employee volunteers are available as a result of business partnering

Better Strategy

Business Wins: Integrate commitment and concern for social issues into overall business strategies

Social Profit Wins: Business alliance focus in overall strategic plan expands potential for increased support

Special Note: *It's not enough for social profits and companies to just "do good." Both entities need to be seen doing good – visibility is key to both "wins."*

Section 5: Finding the Right Business Strategic Alliance Partner

As with any successful relationship, the better you know potential partners and the better they know you – the greater your likelihood of success.

Refer to the Prospective Business Partner Notesheets and apply these tips to find, research and hone in on your best prospects:

Start with people you already know:

CEOs, business leaders, business owners and others connected to the business sector with which you already have a relationship, including board members, advisors, past sponsors and others.

Research each company to learn about its:

- Purpose
- Business objectives
- Brand identity
- Target customer base
- Existing community good will
- Employee productivity

Narrow your research:

Based upon your relationship and mission-dovetail, look at what social profit organization the company has supported or partnered with in the past. Determine in what other social profit-related activities the owner and other decision-makers participate.

Section 6: Nine Keys to Strategic Alliance Success

1. Understand your assets and products:
To fully understand the value you bring to a potential strategic alliance, create a list of all the assets you can offer a business.
2. Capture the imagination:
Look for a creative connection between your organization's assets, products or services that might be a good fit for a business.
3. Choose your business strategically:
The strategic alliance should FIT by advancing both partners' objectives, ALIGN naturally and create a DISTINCT NICHE in the marketplace.
4. Build Relationship:
Get to know community business leaders, build familiarity and trust to improve your chances at fulfilling the proposal.
5. Start slow:
Plan a small, innovative project to grab attention and make sense to all involved.
6. Be patient:
For larger projects, it will probably take months or longer to get everyone on board (your stakeholders and the decision-makers of your potential partner) and work out an acceptable agreement.
7. Account management capacity:
Choose one person to act as the partner's principal contact.
8. Be prepared to deliver:
Do exactly what you say you will with staff, time, attention, etc.
9. Prepare the Business ask/proposal:
Clearly and concisely answer the all-important question: "So, how do you see this working?"

Section 7: A Guide for Making the Business Ask

- Present a simple, direct and compelling message that explains your cause and the reason for partnering.
- Outline the “wins” for your potential partner.
- Highlight promotion efforts to attract customers, constituents, prospects and free media coverage.
- Get detailed. Address market area, length of agreement, estimated amount of revenue to your organization, distribution timetable, contact information, etc.
- Describe mutual obligations – i.e., exclusivity, financial liability protection, rights of review and other legal matters.

Special Note: *Once you’ve identified and researched your business prospect using the previous notesheets, remember to write your proposal from the prospective business partner’s viewpoint.*

Topographical Map: Understanding Alliance Formations, Structures and Terms

Introduction

Similar to how a map used for hiking provides the best routes for crossing topography with various formations, structures, etc., this *Business-World Travel Map* focuses on the following section topics:

1. Getting to the Best Match – Six Alliance Formations
2. Finding the Best Route – Small, Midsize and Large Business Structures
3. Reading the Map Legend – Business Terms

Topographical Map Notesheets

Section 1: Getting to the Best Match – Six Business Alliance Formations

The next two topics contain information regarding business and social profit differences. With these distinctions in mind, a study of the different business alliance formations will prove useful in finding strategic alliances that are win-wins.

- **Difference between Business and Social Profits**
- **Definitions and Examples of Business Alliance Formations**

Topic 1: Difference between Business and Social Profits

Take a look at a few of the distinctions and motivating factors that drive a business versus a social profit organization.

Business	Social Profits
Make money to earn a profit through sales	Ask for support to cover costs
Selling product/commodity is the purpose	Serving the community is the mission
Customers/consumers are first priority	People in need come first
Establish and follow clean, measurable business objectives for every quarter	Some service impact objectives are not easily measured & often take years to be realized – i.e., education, literacy, etc.
Engage in faster decision-making – i.e., often hierarchal	Consensus building can delay rapid response
Have bigger budgets, offices and salaries based upon consumer demand for goods and services	Budgets, departments and salaries are smaller based upon mission appeal, donors and their charitable support
Establish and follow clear, measurable business objectives for every quarter	Display flexibility between employee lines of responsibility to leave room to respond to human needs
Every worker is paid	Have unpaid staff – i.e., program volunteers, Board/Advisors etc.
Position their brand to attract more market share	Position their brand to attract more contributors, press, etc.
Answer to partners, investors, Stockholders, etc.	Answer to general public, constituents, volunteer leaders, donors, etc.

Topic 2: Descriptions and Examples of Business Alliance Formations

The following possible business alliance formations are defined and exemplified on the next three pages. A consistent example of a business is used as the “Read More Bookstore,” with the social profit being called the “Village Learning Place – VLP.” Within each column are the business/social profit action and result.

- Corporate Philanthropy
- Corporate Sponsorship
- Employee Volunteering
- Cause-Related Marketing
- Cause Marketing
- Corporate Social Marketing

Print out the Business Alliance Formation Notesheets to determine which alliance is most suitable for your program today and identify what actions should be taken to achieve more complex alliances.

Definitions and Examples of Six Business Strategic Alliance Formations

Descriptions

Examples

1. Corporate Philanthropy Action & Results	
Action	Action
A business makes a direct contribution to your organization, either as a gift or through a grant. The contributions are usually for restricted purposes, i.e., for a specific program, project, immediate need, etc.	ReadMore Bookstore provides Village Learning Place (VLP) with a grant to buy tables and chairs for tutoring sessions.
Results	Results
The program gives the business recognition through annual meetings, reports, newsletters, public gifts lists and other information outlets.	VLP affixes a plaque with the ReadMore Books logo to each table.

Definitions and Examples of Six Business Strategic Alliance Formations continued...

Descriptions

Examples

2. Corporate Sponsorship Action & Results	
Action	Action
The business provides in-kind support and makes a contribution to offset the cost of your special event or promotion campaign.	ReadMore Bookstore sponsors VLP's annual event, underwriting the cost of beverages, appetizers, etc.
Results	Results
In return, the program gives the business a high level of visibility at the event and in its communication materials.	VLP puts ReadMore logo in promotions, thanks publicly at event, includes on donor lists, etc.

3. Employee Volunteering Action & Results	
Action	Action
The business promotes volunteerism and community service in its human resources policy and offers employees "corporate volunteering."	ReadMore Bookstore encourages its employees to participate in a service project by reading to children enrolled in VLP after-school programs.
Results	Results
Human Resources reports that corporate productivity among employees is directly linked to the company volunteer policy.	VLP distributes "thank you" bookmarks signed by the kids to all ReadMore employee volunteers; includes photos of the day of service in VLP newsletter and website; sends copies of photos to ReadMore to promote in company publications; and includes the business name when promoting or discussing the event.

4. Cause-Related Marketing Action & Results	
Action	Action
The business donates a percentage of revenue from the sale of specific items during an announced period of support.	ReadMore Bookstore donates 5% of the sales revenue of Harry Potter book to VLP.
Results	Results
Business sales are increased and other corporate objectives are met.	VLP allows the use of its logo in ReadMore advertising to encourage more customers to buy Harry Potter and increase sales and build positive community perception.

Definitions and Examples of Six Business Strategic Alliance Formations continued...

Descriptions

Examples

5. Cause Marketing Action & Results	
Action	Action
The business supports a social profit cause through the use of the organization’s logo as endorsements or promotions over a longer period of time.	ReadMore Bookstore pays Village Learning Place to use the VLP logo to promote quality children’s books in their stores. The bookstore also includes the VLP logo and call for support for VLP in their advertising.
Results	Results
Business experiences increased bottom line figures. Also called “cause promotion.”	VLP gets visibility and increased contributions and ReadMore Bookstore gets long term visibility that delivers on revenue, promotes community good will, etc.

6. Corporate Social Marketing Action & Results	
Action	Action
The business supports campaigns that promote behavioral change for the sake of improved health, safety, environmental concerns and other issues that affect communities. This is different from the other relationships with businesses because the focus is broader.	ReadMore Bookstore and Village Learning Place team up on a new campaign that encourages parents of young children to read to their children every day.
Results	Results
Increased visibility and revenue for both entities while impacting change on a broad scale.	Benefits social change in literacy, missing fulfillment, increased public support and revenue increases.

Section 2: Finding the Best Route – Business Structures

Now that you've studied strategic alliance formations, further scrutiny of the *Business World Topographical Map* will lay out structures around which to navigate the best route to enlist the partnership of companies of all sizes. From hair salons and coffee shops to utility companies and "big box" mega-stores, here's what you need to understand business leaders' mind-sets, organizational structures and examples of small businesses, mid-size businesses and large businesses.

Small Businesses

Point of Contact and Responsibility:

The Owner(s):

Usually makes decisions themselves regarding sponsorships or partnerships with social profits. May delegate to a general managers.

Small Business Examples:

- Stores (gift, hardware, pet, book, clothing, feed, etc.)
- Restaurants and coffee shops
- Beauty shops, spas and health clubs
- Gas stations and convenience stores
- Professional services (lawyers, accountants, doctors, architects, etc.)
- Home maintenance and service companies (electrician, plumbers, landscapers, roofers)

Mid-Size Businesses

Point of Contact and Responsibility:

Public Affairs, Advertising, Marketing Director

People with an external, public line of responsibility, i.e., customer service, advertising, etc.

Usually the point of contact who then takes requests/proposals to the owner(s) for final decisions.

Mid-sized businesses usually include those with several dozen to several hundred employees.

Mid-Size Businesses Examples:

- Manufacturing plants
- Hotels, resorts or country clubs
- Regional utility companies
- Bank branches
- Car dealerships
- Construction or real estate development companies

Large Businesses

Point of Contact and Responsibility:

Employee Giving Council Chair, Corporate Foundation Executive Director, Senior VP for Marketing, etc.

Another contact and person of interest often begins with the Sr. VP for Public Affairs/Marketing. They may be the end point or will refer you to the head of the Employee Giving Council or a Corporate Foundation staff person for the ultimate decision-making. Although the President/CEO/Chairman can influence, there's no guarantee.

Large Business Examples:

- Walmart, Target, Home Depot, Lowes, Toys R Us, Best Buy, Staples, Bed Bath & Beyond and other "big box" stores
- CVS, Walgreen's, Albertson's, Safeway and other supermarket and drug store chains with local presence
- John Deere, 84 Lumber, AutoZone, Blockbuster and other specialty stores and service centers
- Bank of America and other banking regional community offices

Special Note: Executive Assistants are very important gatekeepers...work to be respectful, cordial, responsive and always thank them for getting your message to their bosses...they are invaluable allies!

Section 3: Reading the Map Legend - Business Symbols and Terms

A major part of being able to capture the interest and gain credibility with potential business partners is to first understand – and then use – the same language they use. This alphabetized legend provides you with the business speak to help you navigate the business-travel world comfortably and successfully. Pay special attention to the **bold** words.

101 Business Terms

- **Account Management**
- **Added Value**
- Advertising
- Advocacy Advertising
- Affiliate Marketing
- Ambient Media
- **Audience**
- Banner Ads
- Bottom Line
- Branding is Everyone and Everything
 - Brand
 - Brand Equity
 - Branding
 - Brand Extension
 - Brand Identity
 - Brand Management
 - Brand Positioning
 - Co-Branding
 - Brand Entertainment
- Business to Business (B2B)
- **Business to Customer (B2C)**
- Buying Behavior
- Capital
- Cause Branding
- Channels
- Click-through
- **Competitive Advantage**
- Corporate Culture
- Corporate Social Responsibility
- Corporate Strategy
- **Customer Relationship Management (CRM)**
- **Demographics**
- Direct Marketing
- **Distributor**
- Diversification
- **E-commerce or E-marketing**
- **Endorsement**
- Ethical Marketing
- Exclusivity
- Field Marketing
- Focus Groups
- Forecasting
- Franchising
- Fulfillment
- Guerrilla Marketing
- Joint Venture
- Keyword Buying
- Letter of Agreement
- **Market Development**
- Market Leader
- **Market Penetration**
- **Market Segmentation**
- **Market Share**
- Marketing
- Marketing Communication
- Marketing Mix
- Marketing Plan
- **Mission Statement**
- New Product Development (NPD)
- Niche Marketing
- Objectives
- **Packaging**
- Parent Corporation
- Peer to Peer (P2P) Marketing
- Podcast/Podcasting

- Point of Sale (POS) or Point of Purchase (POP)
- Pop-under
- Pop-up
- **Portfolio**
- **Positioning**
- Product Life Cycle
- Product line
- Product mix
- Profit margin
- Promotional Mix
- Promotional Plan
- Psychographics
- R & D
- Rate of Return
- Revenue
- **Relationship Marketing**
- Response Rate
- **Return on Investment (ROI)**
- **Return on Marketing Investment (ROMI)**
- Sales Forecast
- Sales Network
- Sales Promotion
- Sales Quota
- Sampling
- Search Marketing
- Shareholder Value
- Sole Proprietorship
- Subsidiary
- **Target Market**
- Target Marketing
- Technical Assistance
- Test Marketing
- Traffic
- **Unique Selling Proposition (USP)**
- VALS: Values and Lifestyles
- Viral Marketing
- Vision

101 Business Terms and Definitions

- **Account Management**: Process of managing the needs of a client
- **Added Value**: The increase in worth of a product or service as a result of a particular activity
- **Advertising**: Promotion of a product, service or message by an identified sponsor using paid-for media
- **Advocacy Advertising**: Expresses a viewpoint on a given issue, often on behalf of an institution or agency
- **Affiliate Marketing**: Use by a website that sells products of other Web sites, called affiliates, to help market the products. *Example*: Amazon.com
- **Ambient Media**: Communication platforms that surround us everyday, i.e., on gas pumps or theatre tickets

- **Audience**: The number and/or characteristics of the persons or households who are exposed to a particular type of advertising
- **Banner Ads**: Ads on web pages used to build brand awareness or drive traffic to other websites
- **Bottom Line**: Profit after expenses and taxes are paid
- **Branding is Everyone and Everything**:

Every hiking map presents a legend to reference the symbols and terms to help pick the best route to your desired destination. Since all businesses value marketing, you need to be able to decipher the driving force of brand, value and apply to your social profit enterprise to enter into a partnering relationship. The following list of branding terms & definitions will help you master, translate & record branding concepts for your social profit enterprise. Then you will be comfortable in using in your next conversation with a business leader:

- **Brand**: Combination of all the traits that make a product or commodity distinctly unique
- **Brand Equity**: Assets and liabilities linked to a brand's name or logo
- **Branding**: Process of developing both a brand (unique traits) and brand identity (perception)
- **Brand Extension**: How a company develops new products to be marketed under an existing brand name
- **Brand Identity**: How you want your brand to be perceived
- **Brand Management**: Process of optimizing the "marketing mix" of a specific brand
- **Brand Positioning**: Distinctive niche in the marketplace in relation to competitors
- **Co-Branding**: Unification of two or more brands that are comparative in strength for a common purpose or offer
- **Brand Entertainment**: The pitch is incorporated into a program that people want to watch to help counter consumers' abilities to zip through or zap out traditional commercials. Think *The Truman Show*, *Heroes* and Nissan, *ER* and American Red Cross

- Business to Business (B2B): Relating to the sale of a product for any use other than personal consumption
- **Business to Customer (B2C)**: Relating to the sale of product for personal consumption
- Buying Behavior: Process buyers go through in deciding whether or not to purchase goods or services
- Capital: Money available to invest or the accumulated assets available for production
- Cause Branding: A long-term, strategic commitment that integrates a social issue or cause into brand and organizational identity to gain significant bottom-line impact
- Channels: The methods a company used to communicate and interact with its customers
- Click-through: The act of a user clicking on an Internet ad that opens a link to the advertiser's website
- **Competitive Advantage**: The product, proposition or benefit that puts a company ahead of its competitors
- Corporate Culture: A company's values, beliefs, business principals, traditions, ways of operating and internal work environment
- Corporate Social Responsibility: The way in which companies manage their business processes to produce an overall positive impact on society
- Corporate Strategy: The policies of a company with regard to its choice of business and customer groups
- **Customer Relationship Management (CRM)**: The coherent management of contacts and interactions with customers
- **Demographics**: Characteristics that influence purchasing behavior, such as age, sex, race, family size, education level, occupation, income and location of residence
- Direct Marketing: Offering goods, services messages to a segment of the population by mail, telephone, email or other direct means
- **Distributor**: Middleman, wholesalers, agent or company distributing goods to dealers or companies
- Diversification: An increase in the variety of goods and services produced

- **E-commerce or E-marketing**: Marketing conducted over the Internet
- **Endorsement**: Affirmation, usually from a celebrity, that a product is good
- **Ethical Marketing**: Marketing that takes account of the moral aspects of decisions
- **Exclusivity**: An agreement between partners not to engage with any other similar agreement
- **Field Marketing**: Sending representatives to retail outlets to build the brand and support sales, i.e., conduct in-store promotions or ensure products are displayed to best advantage
- **Focus Groups**: A tool for market research where small groups of customers participate in guided discussions on the topic being researched
- **Forecasting**: Calculation of future events and performance
- **Franchising**: The selling of a license by the owner to a third party permitting the sale of a product or service for a specified period; involves a common brand and marketing format
- **Fulfillment**: Process of responding to customer inquiries, order or sales promotion offers
- **Guerrilla Marketing**: Strategy of targeting small and specialized customer groups in such a way that bigger companies won't find it worthwhile to retaliate
- **Joint Venture**: A business entity or partnership formed by two or more parties for a specific purpose
- **Keyword Buying**: Advertisers paying for links to their websites to appear on internet search engines along side search results, sometimes as "sponsored links," based on keywords entered into the search engine
- **Letter of Agreement**: A simple form of a contract
- **Market Development**: The process of growing sales by offering existing products (or new versions of them) to new customer groups, as opposed to simply attempting to increase the company's share of current markets
- **Market Leader**: Seller of the product or service with the largest market share in its field
- **Market Penetration**: The attempt to grow business by obtaining a larger market share in an existing market

- **Market Segmentation**: The division of the marketplace into distinct subgroups or segments, each characterized by particular tastes and requiring a specific marketing mix
- **Market Share**: A company's sales of a given product or set of products to a given set of customers, expressed as a percentage of total sales of all such products to such customers
- **Marketing**: Management process responsible for identifying, anticipating and satisfying customer requirements profitably
- **Marketing Communication**: All methods used by a firm to communicate with its customers and prospective customers
- **Marketing Mix**: The combination of marketing inputs that affect customer motivation and behavior, traditionally encompassing "the 4 P's," product, price, promotion and place
- **Marketing Plan**: A written plan describing all activities involved in achieving a particular marketing objective
- **Mission Statement**: A company's summary of its business policy and direction
- **New Product Development (NPD)**: The creation of new products, from evaluation of proposals through to launch
- **Niche Marketing**: The marketing of a product to a small and well-defined segment of the market
- **Objectives**: A company's defined and measurable aims for a given period
- **Packaging**: Material used to protect goods; also an opportunity to present the brand and logo
- **Parent Corporation**: A corporation that owns a controlling interest in another corporation
- **Peer to Peer (P2P) Marketing**: Technique of encouraging customers to promote your product to one another, particularly on the Internet
- **Podcast/Podcasting**: Term used to define the broadcasting of multimedia files to iPods or similar devices
- **Point of Sale (POS) or Point of Purchase (POP)**: The location, usually within a retail outlet, where the customer decides whether to make a purchase

- Pop-under: Automatically launched Internet ad appearing in a window behind another webpage
- Pop-up: Automatically launched Internet ad appearing in a window in front of another webpage
- **Portfolio**: The set of products or services that a company decides to develop and market
- **Positioning**: The attempt to control the public's perception of a product or service as it relates to competitive products
- Product Life Cycle: A model describing the progress of a product from the inception of the idea, via the main period of sales, to its eventual decline
- Product line: A group of products related by marketing, technical or end-use considerations
- Product mix: All of the products in a seller's product line
- Profit margin: The difference between your selling price and all of your costs
- Promotional Mix: The components of an individual promotional campaign, likely to include advertising, personal selling, public relations, direct marketing, packaging and sales promotion
- Promotional Plan: Detailed plan describing the marketing plan's promotional objectives and activities
- Psychographics: Personality characteristics and attitudes that affect a person's lifestyle and purchasing behaviors
- R & D: Research and development
- Rate of Return: Accounting ratio that compares the income from investment to the amount of investment
- Revenue: Total sales during a stated period
- **Relationship Marketing**: The strategy of establishing a relationship with the customer that continues well beyond the first purchase
- Response Rate: The percentage of the target audience that responds to advertising, marketing or survey efforts

- **Return on Investment (ROI)**: The value that an organization derives from investing in a product
- **Return on Marketing Investment (ROMI)**: The value that an organization derives from investing in marketing
- **Sales Forecast**: A prediction of future sales, based on past sales performance
- **Sales Network**: The distribution network by which goods and services are sold
- **Sales Promotion**: A range of techniques used to engage the purchaser, i.e., discounting, coupons, guarantees, free gifts, competitions, vouchers, demonstrations and sponsorships
- **Sales Quota**: A target set for the sales force stating the number and range of products or services that should be sold
- **Sampling**: The use of a statistically representative subset as a proxy for an entire population
- **Search Marketing**: Promoting a company's website using Internet search engines
- **Shareholder Value**: The worth of a company from the point of view of its shareholders
- **Sole Proprietorship**: An unincorporated business with a sole owner, who may be personally liable for claims against the business
- **Subsidiary**: A corporation either wholly owned or controlled through ownership of a majority of its voting shares by another corporation or business entity
- **Target Market**: Specific individual, distinguished by socio-economic, demographic and interest characteristics, who are the most likely potential customers for the goods and services of a business
- **Target Marketing**: Selecting and developing a number of offerings to meet the needs of a number of specific market segments
- **Technical Assistance**: Support provided by the information technologies department
- **Test Marketing**: Making samples of a new product available to see what representative consumers think of it and its proposed "marketing mix"
- **Traffic**: The number of visitors a website receives over a given period

- **Unique Selling Proposition (USP)**: The benefit that a product or service can deliver to customers that is not offered by any competitor...one of the fundamentals of effective marketing and business
- **VALS: Values and Lifestyles**: The categorization of people according to their way of living
- **Viral Marketing**: Spreading a brand message using word of mouth (or electronically – “word of mouse”) from a few points of dissemination, i.e., email messages, jokes, web addresses, film clips and games that get forwarded
- **Vision**: The long-term aims and aspirations of the company for itself

Passport: Entering and Capturing the Attention of the Business-World

Introduction

To successfully enter and be welcomed into the Business-World you need to keep your verbal and written communications short and dynamic. This is the only way you will capture the attention of busy decision-makers. Much like a passport, the following section topics identify and permit your successful passage into the Business-World:

1. Speak the Language
2. Share the Experience
3. Your Turn

1. Speak the Language

If you learn to talk about your work that rivets attention, you can easily write about it.

Print out the Passport/Speak the Language Notesheets to draft out your responses to questions of interest.

Remember...

- **Avoid repeating your mission statement:**
Chances are, it contains buzzwords and doesn't get to the dynamism of what you do. Words, such as initiative, constituents and major donors will not gain you entry into the Business-World.
- **Prepare and don't wing it:**
Test 20 second conversational responses with your peers.
- **But don't sound rehearsed either:**
Eyes will glaze over and you'll lose attention.

Use the Passport Notesheets you printed out earlier to draft out your responses to questions of interest. Study the following examples to help get your responses down to twenty seconds.

Question: *What is it that you do?*

Answer: **Focus on the problem first.** The immediate connection is the problem, who you serve and why.

Question: *Interesting. How long have you been working at this issue?*

Answer: **Opens the door to answer the question and then state the most unique attribute of your mission.** Explain why your work is crucial to the community and what makes your program different.

Question: *Hmmm... what difference have you made?*

Answer: **Share what you've achieved.** Choose your most impressive statistic as an example of how you're making an impact on the problem.

Question: *What do you need?*

Answer: **Explain how to support your cause.** In a sentence, spell out the partnership opportunity and the additional difference it could make.

Practice...

Refer to your 20 second responses and practice in a way to keep the attention and interest of an easily distracted business leader.

2. Share the Experience

Much like any culture, in the land of Business, executives respond to and appreciate visitors who relate their experience in social profits to the business-person's point of view. Reframe your conversation based on the following business motivations:

- Building your organization's brand
- Distinguishing yourself from the competition
- Attracting more market share and loyalty
- Enhancing your reputation
- Establishing and following clear objectives
- Increasing productivity
- Building good will

For example, if you say this:

"We are very excited that the new after-school drug prevention program we implemented for middle-school students is almost at capacity. We only received funding for our county-wide initiative last fall. Our next initiative includes taking our programs into neighboring counties where we'll serve even more students in need."

...you will put your business partnering prospect to sleep.

Reframe and say this instead...

"Our grade school drug prevention program has been so successful that parents of middle school kids are calling up and asking us to offer the same thing for older kids. So we did the research, planned the roll-out, secured the money, and are delivering the program right now as we speak. And even though the program is new, it's based on what's working for younger kids, so we saved a lot of time and money implementing it. The program is almost full and we'll have to start a waiting list soon because word keeps spreading. Next we plan to move out into three neighboring counties. But we need partners to do this, of course..."

You're saying basically the same thing, but choosing to share the information in a way that **keeps your prospective partner interested in aligning with your mission.**

3. Your Turn

Your attention to speaking the language and sharing experiences that leaders can understand is your passport into the business world of Owners, Managers, Presidents, CEOs, Chairmen, Chairwomen, CFO's, Senior Vice Presidents, etc. Refer to the Passport Notesheets printed out earlier and incorporate shared experience in your communication.

- Write out your "spiel" the way you usually say it
- Deconstruct it, sentence by sentence
- Rewrite your story using the previous information

Congratulations!

You have used the Guidebook, Topographical Map and Passport to help you successfully navigate the business world. We hope these, plus the following Checklist with questions to help you determine next steps for securing business relationships and funding, have been helpful.

After completing the Checklist as the final tool in your business briefcase, please complete and return the *Business World Travel Kit* Evaluation Form and send it to Campaign Consultation, Inc. Your commitment to building a better world through successful resource development is greatly admired.

Remember...

PACKING CHECKLIST

Please see the **Packing Checklist** at the end of this document to determine your readiness and preparation for business travel.

HELP

CNCS Distance Learning Opportunities

Corporation for National and Community Service is pleased to sponsor the following distance learning opportunities, the Resource & Fund Development Initiative, GIZMOS and the Specific Learning Communities Initiative.

Resource & Fund Development Initiative

- **On-the-Go eTA**
An ebulletin – On-the-Go eTA provides “just-in-time” information, ready to apply in the real world. Timely tips, cool ideas, hot trends, articles and suggested reading lists come directly to you twice a month through this OTG eTA bulletin. Contact LEADline@CampaignConsultation.com to sign up for this free resource.
- **LEADline (Learning Experience At a Distance)**
Need resource development answers quick? Speak to a fundraising practitioner to obtain advice within 8 workday hours. Call 1.877.243.2253 x50 or email LEADline@CampaignConsultation.com
- **Online Fundraising Courses**
Campaign Consultation offers web course delivery of topics pertinent to resource development such as “Funding Challenges Can Work for You,” “Business/Good Work = Mutual Benefits,” and “Modest to Major Support.” Available through The Resource Center at <http://nationalserviceresources.org>.
- **LEAD (Learning Experience at a Distance) Technical Assistance**
LEAD Coaching provides groups of programs, distance coaching and technical assistance to build achievable resource development / sustainability plans. LEAD usually consists of 15 – 20 participants in an introductory webinar followed by 2 individual coaching sessions for each program.

GIZMOS

- Print-based or online, GIZMOs are distance learning tools to help move your mission forward faster. For information on the latest production-line, contact:

Campaign Consultation, Inc.
2819 Saint Paul Street
Baltimore, MD 21218.4312
410.243.7979 x36
Success@CampaignConsultation.com
www.CampaignConsultation.com

Specific Learning Communities Initiative

- VISTA O-LINC (Online Learning in Networked Communities)

VISTA O-LINC was created to bring together VISTA members, supervisors, sponsor organizations, concerned citizens, community leaders and others to...

- Identify successful community development strategies
- Discover critical resources
- Develop ways to bridge resource gaps
- Cultivate new working relationships
- Plan and implement community building opportunities
- Enhance peer support and
- Learn from each other

- VISTA One Pak

This self-directed learning package is stuffed with information on best practices, strategies and tools for VISTA members and their programs to utilize directly in the field. Organized along a set of research-based and field-tested strategic tactics for building community, the VISTA One Pak provides ready-made information, worksheets, planning tools and resources listed to support the capacity and community building activities of VISTA programs dedicated to alleviating poverty throughout the U.S.

- HAVE (Housing AmeriCorps*VISTA in Emergencies) Report

On behalf of AmeriCorps*VISTA, Campaign Consultation has developed a set of strategies for use by VISTA sponsor organizations to quickly address emergency housing needs for VISTA members. As this report has utility beyond emergency situations, CNCS is currently exploring how the strategies described can be used to address the ever-present housing needs of VISTAs.

- VISTA Ready Kit

Based upon specific best practices and field-tested resources used by communities, both within and beyond the national service community, the VISTA Ready Kit gives VISTAs the necessary tools to work effectively in times of community crisis. The VISTA Ready Kit is currently being distributed to 700 communities nationwide. VISTAs are already benefiting as a result of a dozen being sent to the tornado-affected community of Enterprise, IL.

ABOUT US: Corporation for National and Community Service and Campaign Consultation, Inc.

Corporation for National and Community Service

Created in 1993, the Corporation for National and Community Service improves lives, strengthens communities, and fosters civic engagement through service and volunteering, providing service opportunities for millions of Americans of all ages and backgrounds. Corporation programs include Senior Corps, AmeriCorps, and Learn and Serve America. For more information, visit www.nationalservice.gov.

- National Senior Service Corps (Senior Corps), the network of programs that helps Americans age 55 and older use their skills and experience in service opportunities that address the needs of their communities. Senior Corps includes the Retired and Senior Volunteer Program (RSVP), Foster Grandparent Program, and Senior Companion Program.
- AmeriCorps, whose members serve with local and national organizations to meet community needs while earning education awards to help finance or training.
- Learn and Serve America, which helps link community service and learning objectives for youth from kindergarten through college as well as youth in community-based organizations.

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Campaign Consultation, Inc.

Founded in 1988, Campaign Consultation, Inc. works with individuals and organizations – at the local, state, national and international levels – to advance fund raising, community development, corporate citizenship, diversity, issue advocacy, media & marketing, public policy, and organizational & business development campaigns.

Campaign Consultation, Inc. has extensive experience in helping people acquire the confidence, skills, and resources to design and advance “out of the box” strategies for goal achievement. Since 1998, Campaign Consultation, Inc. has trained more than 18,000 participants, through its services as the training / technical assistance provider for all areas related to resource gathering for the Corporation for National and Community Service. Campaign Consultation is currently providing technical assistance for the Resource and Fund Development Initiative and the Specific Learning Communities Initiative.

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Any opinions, findings and conclusions or recommendations expressed in this material are those of the authors and do not necessarily reflect the view of the Corporation for National and Community Service. Upon request, material will be made available in alternative formats for people with disabilities.

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