

Eli J. Segal
1250 Connecticut Avenue NW, Suite 610
Washington DC 20036
Tel 202.955.3005x307 Fax 202.955.1087

Segal

December 23, 1999

Mr. Tom Freedman
Domestic Policy Council
The White House
1600 Pennsylvania Avenue
Washington DC 20502

Dear Tom:

Since Bill Clinton took office in January 1993, I have been privileged to participate in two initiatives which I hope will have a lasting impact on our country: the creation of AmeriCorps and a partnership to "end welfare as we know it."

The book I enclose with this letter is my way -- actually, Shirley Sagawa's and my way -- of sharing one of the most important lessons we have learned in the course of the last seven years: the value of partnerships between the non-profit and business sectors in achieving meaningful change.

Alliances between for-profit and the not-for-profit industries yield enormous benefits for both. Businesses can boost their bottom line by leveraging a nonprofit partnership to enhance their image, reach new markets, increase consumer loyalty and build a positive reputation with current and prospective employees. In the nonprofit world, an alliance with a corporation can provide crucial funds and visibility while helping to attract new volunteers and donors. *Common Interest, Common Good* showcases many such successful partnerships, from corporate sponsorships and cause-related marketing to employee volunteer programs and school-to-work initiatives. We've also tried to offer some guidance for avoiding many of the pitfalls that can undermine even the best alliances.

Based on our work together, I know that you share the underlying goal of this book, so to some extent forwarding it to you smacks of preaching to the converted. Nevertheless, it is Shirley's and my little gift to you for your friendship and support over the years.

Being a long-time pitch man, however, I can't resist the opportunity to ask you to help us reach out to people whom you think might profit from reading the book, by providing us with email or mailing addresses or contacting them yourself. And, to be shameless about it, if you like the book -- and even if you don't -- I'm told you can actually give it a review on the Amazon.com home page where it is being offered for sale.

Again, thanks for your guidance over the years. Best wishes for a happy and healthy New Year.

Sincerely,

ES

Eli Segal

To -

I hope you like

this.

ES