

Bruce W. Burtch, Inc.

Building Partnerships that Serve the Greater Good

For-Profit Organizations

Cross-Sector Partnerships/Cause Marketing Assessment Process

Step 1 – What do you want to do?	Answers
Increase your product or service sales	
Introduce a new product	
Attract new customers	
Attract new business partners and relationships	
Increase your market share	
Reach new demographics: Millennials, Seniors	
Increase employee satisfaction and morale	
Reduce employee turnover	
Increase shareholder return	
Expand employee community volunteer participation	
Generate broader and deeper brand recognition	
Find an outlet for donations of equipment you are replacing	
Increase your community goodwill	
Help in opening a new office or service area	
Attract media attention for free	
Influence governmental regulators and legislature	
Benefit all your stakeholders	
Join local nonprofit boards for experience and giveback	
Have your leadership recognized for the good you are creating in society	
Make more money	
Step 2 – Assess Your Company and Brand Perception	
<p>How is your company perceived by your:</p> <ul style="list-style-type: none"> • Your employees • Your customers • Your suppliers • Your competitors • The industry you are in • The community or markets where you do business • The media • Indeed, all your stakeholders - anyone and everyone that comes in contact with your company, its products or services 	
Have you done a survey of the different stakeholder groups listed previously to	

ascertain your brand perception? What were the results? If you haven't, this is a must do first step.	
Does your customers' brand perception of your company differ from how you would like to be perceived? How significantly does it differ?	
How do your employees describe your brand and your corporate culture? Have you asked them? If not, it is important to do so.	
How would you/your executive team describe your corporate culture?	
What are your target market audiences and/or segments? a) Geographical market areas b) Demographics of your customers (gender, age, race, etc.)	
What is your history in working within your community, especially with nonprofit, education or governmental entities? Describe good experiences and challenging ones.	
Do you provide event sponsorships, cash or in-kind donations, volunteers, employee matching grants or other services, products or donations to your community?	
Step 3 - Is your organization ready for a cause-marketing campaign?	
Have your CEO, Executive Director, and/or other key leadership committed personal involvement in the development of a cross-sector partnership?	
Can your organization allocate financial resources to this endeavor?	
Can your organization assign a respected person to serve as the primary point of contact with other partners for the duration of this relationship?	
Does your organization have internal marketing resources with the ability and bandwidth to undertake a long-term cross-sector partnership?	
Does your organization have consulting and/or external agencies to help with the creative aspects?	
Does your organization have existing relationships in other sectors with the potential to become partners in a campaign?	
Does your organization have existing partnerships? Or have you ever done such a partnership or campaign in the past? If so, what did you do and what did you learn from these experiences?	
Is your organization willing to form a transparent partnership which allows both/all parties to share information essential to a successful partnership? (This does not mean confidential information.)	
Step 4 – What do you bring to a partnership?	
A strong brand/brand recognition – local and/or beyond	
Executive, management and employees committed to the success of the partnership	
Management support for employees to engage in the programs of the partnership (Preferably, paid time off for volunteering hours)	
Employee volunteers interested in participating	
A valuable service or product to promote (If this is the priority of your partnership endeavor, otherwise you might just want to focus on providing a service to your community.)	

Internal creative services	
External creative resources, PR/Advertising agency	
In-kind donations of products, services, equipment, office or meeting space, etc.	
Business partners that might wish to join the cause campaign	
Management or employees who could become advisors or board members of partner organizations	
The sincere desire and commitment to do something good for your community and world	
Step 5 – Defining Your Team	
A point-person who will serve as the primary interface between your organization and the partnership. In most cases, this point-person should be selected from your marketing, community relations or public relations team	
A member of your human resources or employee volunteer management team.	
An employee whose area of responsibility relates to the project/ideas under consideration.	
A member of your external public relations and/or advertising agency.	