

# Engaging Business As Friends and Funders of CED

Paul Born  
February 25<sup>th</sup>, 2004



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## Opening Thought

We meet someone new and begin a careful investigation of whether we have anything in common or not. If we find some commonalities we may continue to engage with that person and the relationship grows due to even more common interests, values and views or remains a simple acquaintance. Relationships require ongoing contact to remain healthy and positive.

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## Agenda

- (1) Some Principles
- (2) A Framework
  - Options for Business Involvement
  - Motivations for Business Involvement
  - Merging Options & Motivations
- (3) Approach
  - Action
  - Leadership
  - Learning & Change
- (4) Steps
  - Steps in Engaging and Sustaining Involvement

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## Principles

- We are rooted in a commitment to learn, model and apply the strategies of comprehensive thinking and action, multi-sector collaboration, community asset building and community learning.
- We understand that everyone is part of the problem and part of the solution.
- We focus on the strengths and assets of communities, rather than their deficits.
- We respect and embrace a diversity and engage in the work in a spirit of trust, appreciation and generosity.
- We measure our success by our results.

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## A Framework

- Options for Involvement
- Motivations for Involvement
- A Strategic Framework

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## Options for Business Involvement

**Levels of Involvement** →

<u>Contribution of Resources</u>	<u>Progressive Procurement</u>	<u>Serving Disadvantaged Markets</u>	<u>Progressive Human Resources</u>	<u>Innovation</u>	<u>Integrated</u>
Financial, in-kind and relationships.	Businesses purchase goods and services from enterprises that operate within a social framework.	Businesses work to ensure their goods and services are accessible and affordable to low income residents.	Wages, benefits, job structure, workplace supports, training.	Businesses identify their own unique way of getting involved in CED.	Businesses combine more than option for CED involvement.

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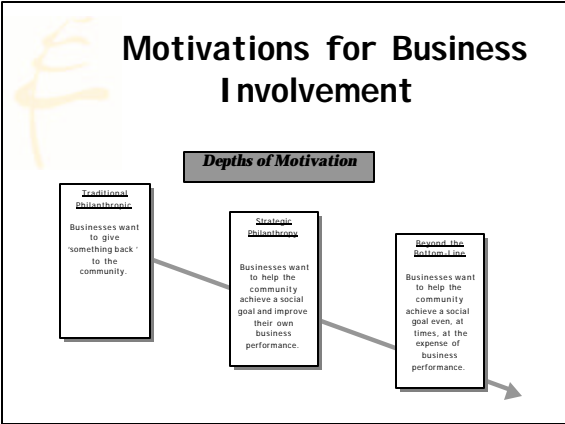
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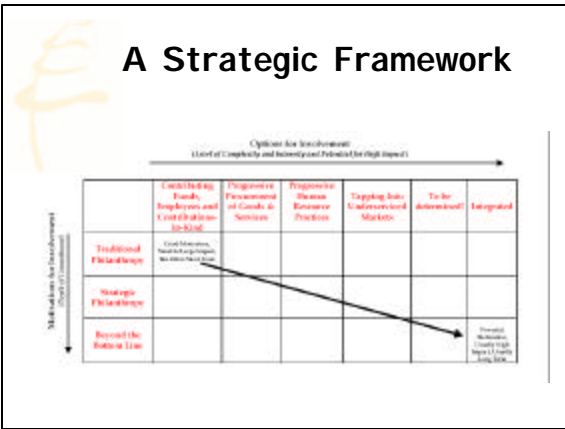
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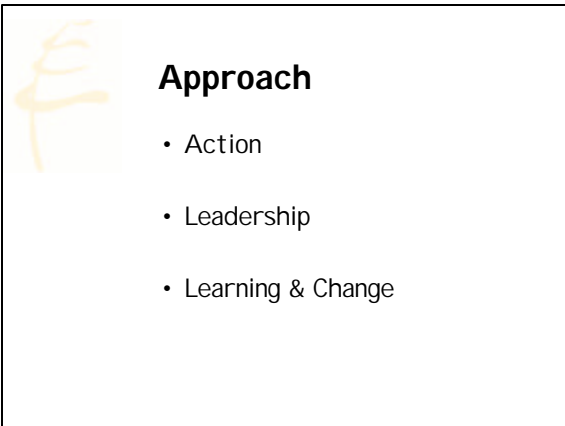
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### **Action**

People are likely to develop a richer understanding of CED - and develop a greater commitment to it - if they roll up their sleeves and get involved in some concrete work.

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### **Leadership**

When and where possible, it's most effective to have decision-makers in a business take personal leadership in CED and select how they want to be involved.

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### **Learning & Change**

With a firmer understanding of CED and some concrete experience under their belt, the probabilities that business leaders will sustain and build on their commitment to CED is greater.

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## Steps

- A track record of excellence.
- A transformational vision.
- A compelling case for support.
- Leadership.
- Prospects – who cares about what you do?
- The Campaign Plan.
- Cultivation – “the engagement process”; and, Solicitation – asking made natural.
- Stewardship – keeping our friends.

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## Questions

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