

## Marketplace: Reasons for Companies to Participate

### Why participate in a Marketplace?

- Helping and being committed is fun and rewarding!
- Mutually improve the company's environment and the community, step by step.
- Something is happening here: Be part of a new and exciting initiative in the city.
- Get new ideas for cooperation with nonprofits and get to know
  - Interesting people,
  - Committed clubs, initiatives, schools, and entities,
  - Real need in the community.
 That is how you can become an advocate for a better community, in a way that you deem necessary and feasible.
- The Marketplace as an alternative to donation requests:
  - Find a matching project at the Marketplace that fits into your idea of what should be done and that meets your specific offer (instead of going through many donation letters)
  - Effectively define and agree on a commitment (within 2 hours clarify on a commitment for the whole year).
- Do not talk about money. Companies have a lot more to give to the community, such as specific competencies and resources that can be brought to action easily, straightforward and effectively. At the end, this is worth more to the community than money alone.
- Besides: The Marketplace leads to unexpected impulses that result in projects which are often found to be much better, more effective and overall better matching than any community project done before.

### What can nonprofits offer to companies?

It is not about the impersonal act of giving. Aside from "logo on flyer" or "photo of check hand-over in local news paper" nonprofits have more to give. For example:

- In a nonprofit organization you can experience and learn something totally different in a quite different lifeworld/environment, which can benefit staff development. For example:
  - Volunteering assignment in a nonprofit instead of company outing
  - Train project management skills, the ability to work in teams and social competency of apprentices or management through volunteering assignments in nonprofit organizations
  - Satisfaction/ company pride/ company bonding/ live company norms and values
- Organizations are experts – they can offer for example:
  - Expert knowledge / counseling offers - for example substance abuse counseling, childcare, assignment of disabled individuals
  - Support with company events (through programs, logistics support, material); etc.
- Organizations and their staff are multipliers and customers (benefit for marketing/sales). Companies can for example:
  - Combine customer retention and increased sales with a commitment for a good cause in their region - for example as Krombacher Brewery and its Rainforest Project; Piratoplasts kid-friendly eye cover design used for the cure of strabismus which raised money for eye surgeries of children in India, the Mucki-Brötchen, a special bun of a local bakery of which a certain amount of the proceeds goes to the local Youth-Club, or Bananas for Brandenburg which raised a percentage of proceeds from the sale of Bananas go to a reading project in the region.

- Gain knowledge of and access to target groups of the organization. Since they are customers as well, you will be able to obtain valuable insights into the “market” (product development, advertising).
- Commitment and cooperation spreads widely:
  - Word-of-mouth is useful for publicity and corporate communication,
  - increases publicity and results in new contacts, for example among the target group of the committed organization
- Cooperation, commitment, and being initiative is beneficial for a location and for a sound environment, for example on subjects such as:
  - Family, career, socio-cultural infrastructure, tolerance, social coherence, environment, education, youth, social, inclusion, integration, wellness, feeling of togetherness, ...

### How can companies get involved? What do companies have to offer?

- Helping hands = time:

Volunteering *without* specific expert knowledge

- Sole employees, teams, or the whole staff

For example active help:

- Refurbishing or construction project at play ground, in day care, school, youth club, events for youth fire department, fundraiser for AIDS support, etc.

For example 1on1 encounters:

- Accompany an outing of wheelchair users living in a care facility; help an orphanage move, etc.
- Reading aloud in library or school, help out at the food bank, etc.

*Which companies?*

All; it is always possible, irrespective of industry or size of company.

- Helping heads = Knowledge, Skills:

Volunteering *with* expert knowledge

- Sole employees, smaller teams

For example: counseling, training, coaching for

- Graphic design of flyers
- Questions about construction/ refurbishing: plans, proposals, warranties, expert counseling, supervision
- Legal and tax issues: charity, statute, insurance, liability, rent, labor law, etc.
- Book keeping, controlling, IT, HR, management, ...
- Marketing, public relations: text, concept, profile, press release, website, "sparringspartner" for conceptual think-tank, etc.

*Which companies?*

- Primarily service sector: IT companies, advertising agencies, design studios, lawyer, accountant, consulting, ...
- Also: engineering offices, (landscaping) architects, crafts and construction enterprises
- Or: specific departments of larger companies

This kind of involvement is unrelated to the size of the company.

▪ Aids, non-cash benefits, logistics

Company services / provide commodities for free or at low cost, for example:

- Furnishing, (construction) material, office supply, etc.
- Utilize property, land, copier, shops, stamps/postage meter, vehicle fleet, office supply, advertising space, etc.

*Which companies?*

All, that have corresponding help to give and would like to offer, irrespective of their industry and size of company.

▪ Opportunities, contacts, access

For example, arranging of contacts to:

- Vendors, customers, other businesses, service-clubs (Rotary, Lions, etc.), professionals, own networks
- Establish contacts for donations to specific projects/events; to organize presentation at Lions or Rotary Club
- Search for venue and rehearsal space for a folk dance group, a room designated for the youth, conference/activity room, and to address appropriate business partners

Providing apprenticeship, employment, and training opportunities, for example:

- Specifically for people with disabilities and disadvantaged adolescents
- Or: through cooperation with unemployment projects, workshops for the disabled, etc.

Lobby for the interests of nonprofit organizations, support in public appearance

- Support events against right-wing and environmental protection campaigns

*Which companies?*

All, irrespective of their industry and size of company.