

# Bruce W. Burtch, Inc.

Building Partnerships that Serve the Greater Good

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## Cross-Sector Partnerships Action Plan

Please refer to the benefits received by for-profit and nonprofit organizations in a cross-sector partnership to assist in the development of your Action Plan.

Directions: Please answer each question as thoroughly and thoughtfully as possible.

### What are the most pressing needs/business objectives of our organization?

Examples: Increase sales, increase donations, expand brand awareness, raise employee morale, enter new markets, attract media coverage, etc.

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### How might a cross-sector partnership address these needs?

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### Do we now have relationships with organizations in other sectors that could potentially be developed into far more effective partnerships? If so, please list these organizations.

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### Do we now have relationships in other sectors which are not returning a significant social or economic investment to our organization? If so, list these relationships.

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### Which organizations in other sectors and their cause focus would create the most excitement and passion among our employees, management and stakeholders?

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### Which organizations do we feel have the best alignment with the mission, business practices, values and employee interests of our organization?

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**What type of cross-sector partnership would seem to be the most effective to reach our partnership and organizational goals?**

Examples: Working hand-in-hand with our partner on a cause-related project; offering board members, volunteers and/or other personnel to assist our partner; developing a cause marketing campaign, etc.

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**Who or which department within our organization would explore and manage such cross-sector partnerships?**

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**Can we allocate personnel time and budget to developing a cross-sector partnership(s) over the next six to 12 months?**

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**Successful cross-sector partnerships require a strong, dedicated champion within your organization. What cause-related effort(s) would most motivate you personally?**

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**Have you met anyone or learned of an organization today who would seem to be an excellent candidate for a cross-sector partnership with your organization? Please list.**

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**Next steps: Upon returning to my organization, what are the next two steps I must take to begin making cross-sector partnerships a significant benefit for my organization.**

1. \_\_\_\_\_
2. \_\_\_\_\_

**Take Action!**

**I commit to explore these ideas and areas of cross-sector partnerships to significantly aid the economic and social impact of my organization, while generating a greater good for society.**

Signature \_\_\_\_\_  
Date \_\_\_\_\_