

## Where to find linkage opportunities between nonprofit and for-profit organizations

The following two charts will serve as a helpful guide as you begin to look to develop these important linkages between your organization and potential partner in another sector. On the left column of each chart you'll find the service or area of need the partner is looking for, and on the right column you will find the departments or area of responsibility most likely to provide that service or to address that need. These charts don't cover all of the areas of potential linkages but they provide great places to start.

<b>Nonprofit Partner</b>	<b>For-profit Partner</b>
Funding	Marketing, Community Relations, corporate foundation, employees
In-kind donations (equipment, computers, furniture, supplies, software etc.)	IT, Marketing, Human Resources, facilities
Event and program sponsorships	Marketing, Foundation, employees
Matching gifts	Human Resources, employees
Volunteers/volunteer management	Human Resources, volunteer manager, Community Relations
Board members	Senior management, PR, Marketing, Board of Directors
Loaned executives and skills-based volunteers	Management, Human Resources, Board of Directors
Connections to new business partners	Management, Marketing, Board of Directors
Pro bono, PR, advertising, Web design, etc.	Marketing, PR, Board of Directors, their agencies
Brand development	Marketing, PR
Earned income	Marketing, PR, senior management
Expand donor base	Marketing, Sales, PR, IT, Board of Directors

<b>For-profit Partner</b>	<b>Nonprofit Partner</b>
Product sales	Executive Director, Fund Development, Marketing
Introduce a new service	Executive Director, Fund Development, Marketing
Replace equipment and provide in-kind donations	Executive Director, IT, Human Resources, Marketing
Increase brand awareness	Marketing, Fund Development, Human Resources
Employee engagement/stimulate morale	Executive Director, Human Resources, volunteer manager, Fund Development
Community events and sponsorship	Marketing, Fund Development, Human Resources
Employee giving and matching gifts	Human Resources, Fund Development, employees
Join nonprofit Boards	Executive Director, Board of Directors
Provide loaned executives for management experience	Executive Director, senior management, Human Resources
Attract new business partners	Executive Director, Board of Directors,

	Marketing
Increase market share	Marketing, Fund Development
Reach Gen Y/Millennial's, seniors	Marketing, Fund Development, Human Resources