

Collaborations Between Non-profit and For-profit Entities

Irvin (2007) encourages nonprofit managers to make your assets of trust and reputation available to a corporation -- for a price. For example, attach your name to a corporate product. Offer endorsements for products in exchange for payments. Offer "good housekeeping" seals of approval for providers of worthy products that meet standards in exchange for a fee. Take care that you do not sacrifice your name in the process (p. 105).

In addition, Irvin (2007) offers the following suggestions for creating collaborations between nonprofit and for-profit organizations (p. 211):

- One-time sponsorship or cause-related marketing project for fund-raising.
- Provision of meeting space for nonprofit groups.
- Businesses encourage and even pay their employees to volunteer for nonprofits
- Provide goods and services at a discount
- Lent legitimacy to a nascent nonprofit by providing enjoyable activities for their employees
- Approach collaboration with businesses as trading rather than a gifting proposition

Seek out gifts in kind from local businesses.

Ivryn, Renee A. (2007). Collaboration and barter. In D. R. Young, *Financing nonprofits: Putting theory into practice* (pp. 207-226). Lanham, MD: AltaMira Press.