



**SUCCESSUFL Corporate
Partnerships
Next Exit**

Road To Success

Mark L. Madrid

President and CEO, Greater Austin Hispanic Chamber of Commerce

Master of Nonprofit Administration, University of Notre Dame Mendoza College of Business

Reflection: Connecting All the Dots



Servant Heart. Business Mind. Greater Impact

http://www.capitalwirepr.com/pr_description.php?id=359586a6-5ce1-51a2-26d8-557eee918831

Rev. Theodore Hesburgh, Mark Madrid & Giving Back

Education Mon, June 15, 2015 10:25 AM

Washington, DC - With graduation season upon us, it's appropriate to consider exceptional achievements. Mark Madrid is one new minted graduate that stands out. Madrid graduated from the University of Notre Dame *Cum Laude* with a Master in Nonprofit Administration from the Mendoza College of Business.

During the 2015 Mendoza College of Business Graduate Business Diploma Ceremony, Madrid was honored with the Rev. Theodore M. Hesburgh, CSC Founder's Award and the David J. LaBarre Community Service Award.

This is what those two honors mean:

- The Rev. Theodore M. Hesburgh, CSC Founder's Award is given to the University of Notre Dame Master of Nonprofit Administration (MNA) student who is highly-regarded by the University of Notre Dame Mendoza College of Business faculty possesses the integrity and character consistent with Notre Dame ideals and displays leadership and scholarship within the MNA program.
- The David J. LaBarre Community Service Award is given to the Master of Nonprofit Administration (MNA) student who is highly-regarded by his/her fellow MNA classmates, possesses the integrity and character consistent with Notre Dame ideal; demonstrates a willingness to help other students, and displays a commitment to both Notre Dame and surrounding communities.

Madrid is the first Fellow to complete his Master's through a unique collaboration between the United States Hispanic Chamber of Commerce and the University of Notre Dame Mendoza College of Business.

Having earned these recognitions on his way to his Master's, Madrid has championed college education for others by creating his own scholarships. The Mark L. Madrid Scholarships are awarded to deserving college students majoring in business from the University of Texas at Austin, the University of Notre Dame and Texas State University. Utilizing in part, Student Launcher for crowd-funding, Madrid has raised 130% of his goal of \$3,000.00 for this period.

For his 'day job', Mark Madrid is the CEO of the Greater Austin Hispanic Chamber of Commerce.



MENDOZA COLLEGE OF BUSINESS

Nonprofit Executive Programs

Developing Strategic Relationships –
A Necessity in Today's Multicultural Marketplace

Friday, January 29, 2016

8:00 – 9:00 AM | Continental breakfast

9:00 AM – 12:00 PM | Leveraging Strategic Partnerships

Presenter: Mark Madrid, Greater Austin Hispanic Chamber of Commerce


From both a nonprofit and corporate perspective, this session will explore the opportunities and pitfalls of enduring corporate and entity partnerships with the Hispanic Chamber of Commerce. The session will highlight examples of successful strategic partnerships, along with success frameworks that take into consideration the dynamic shifting of funding for 501(c)(6) organizations. Additionally, the session will promote the mutual benefits of leveraging negotiations while highlighting corporate-bundled partnerships, corporate social marketing and a market approach for proposals.



STAND UP & ???

STEP BACK & “Strategize”
(even if just 5 minutes)

Our Success Roadmap: 3 Stops



Stop 1: Articulate Your
Organizational Identity and
Value Propositions



Our Success Roadmap: 3 Stops



Stop 2: State of the Union-
Corporate Giving



Our Success Roadmap: 3 Stops

Step 3: Building a Successful
Corporate/Nonprofit
Partnership



3 Hours=3 Key Takeaways



Hour 1:




Hour 2:



Hour 3:

Our Success Roadmap: 3 Stops



Stop 1: Articulate Your
Organizational Identity and
Value Propositions





Before Building Successful Corporate Sponsorships...

- You have to embody *The Commitments of High-Impact Nonprofits*
 - ✓ Leading with Vision
 - ✓ Governing for the Future
 - ✓ Executing on Mission
 - ✓ Partnering with Purpose
 - ✓ Co-Creating with Community
 - ✓ Investing in Capacity
 - ✓ Measuring That Matters
 - ✓ Innovating with Enterprise
 - ✓ Engaging All Voices
 - ✓ Advancing Equity

Source: ©2015 Alliance for Strong Families and Communities

Leading with Vision



A vertical image on the left side of the slide showing a paved road with yellow dashed lines curving into the distance under a bright blue sky with wispy clouds.

Leading with Vision

- Vision Statement
- Mission Statement vs. Vision Statement
- Mission: Defines the present state or purpose of an organization
- Vision:
 - ✓ Defines the optimal desired future state of an organization
 - ✓ Provides guidance and inspiration as to what an organization is focused on achieving in the intermediate to long term
 - ✓ Functions as the “utopian north star”
 - ✓ Is written succinctly in an inspirational manner that makes it easy for all employees to repeat it at any given time.
- Real World Examples
 - ✓ My Brother’s Keeper Austin



Leading with Vision

“The vision for the Greater Austin Area My Brother’s Keeper Initiative is to become a national model for boosting academic achievement, enhancing health and well-being and elevating the lifetime prosperity for young men of color.”

Your Turn!



Leading with Vision

Your Turn!
Dig deep!



Governing for the Future

Governing Boards:

- They push and support their organizations in pursuing lofty goals, taking risks and innovating.
- They are guardians of the horizon, and they do this by:
- ...helping their organizations define and realize their future aspirations, rather than focusing on solving operational problems.



Executing on Mission

- Articulate a clear purpose
- Identify a clear target audience
- Refuse to DEplete resources across disjointed programs
- Divest programs that are misaligned with your mission



Partnering with Purpose

- Best-case scenario: collaboration is aligned with mission and vision
- Establish partnership metrics (do not over-promise and under-deliver)
- Make it official (undervaluing PR=missed opportunity)
- Open your heart and your mind to SHARED FUNDING



Co-Creating with Community

- Relevant
- Emerging
- Shared



Investing in Capacity

Example:

The fiscal year of 2014 was a year of contraction and efficiency for the Greater Austin Hispanic Chamber of Commerce, with a target of minimizing expenses and improving cash flow. Fiscal year 2015 marks a strategic shift into "Growth". Financially, and operationally, the GAHCC has a target of increasing revenue from all sources, while investing into operational infrastructure for long term, sustainable growth



Measuring That Matters

- Commit to using evidence to educate your CONSTITUENTS, investors, funders, governmental agencies and the public...
- ...on the impact of your work
- Use your resources!
- Mx2 example: E3 Alliance
- Leverage your resources
- Practice what you preach (example-just yesterday with E3 Alliance)



Innovating with Enterprise

- Establish a culture of innovation
- Encourage your staffs to take risks
- Instead of discouraging failure, reward it along with success, ONLY OPPOSING INACTION.



Engaging All Voices

- CONSTITUENTS!
- Board
- Staff
- Volunteers
- Ambassadors
- Mayor, County Judge, Governor (trifecta)
- ALIGNED Partners (with a purpose!)
- Corporate investors
- Strategic partners
- You=the bridge from institutional leaders to the business minds of tomorrow



Advancing Equity

- High impact organizations tackle relationships that cause and sustain inequity and seek to reduce the social exclusion of underrepresented and marginalized communities in societal and civic processes.

YOUR TURN!!!



3 Hours=3 Key Takeaways



Hour 1:
Your
Organizational
Value
Proposition

Hour 2:

Hour 3:

Our Success Roadmap: 3 Stops

Stop 2: State of the Union-
Corporate Giving



Corporate Giving

- Example 1
- Source: <http://news.nd.edu/news/64060-corporate-philanthropy-can-have-a-positive-impact-on-employees/>

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Corporate philanthropy can have a positive impact on employees

William G. Gilroy January 27, 2016

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Corporate philanthropy benefits organizations in many ways: Giving enhances a business's reputation and strengthens a business's efforts toward corporate social responsibility. But does corporate philanthropy do anything to benefit a business's



Corporate Giving

- Example 2

Giving in Numbers

10TH ANNIVERSARY
2015 EDITION

The tenth annual in-depth
analysis of corporate giving and

Source: <http://cecp.co/measurement/benchmarking-reports/giving-in-numbers.html>

3 Hours=3 Key Takeaways



Hour 1:
Your
Organizational
Value
Proposition



Hour 2:
2 CURRENT
sources that you
can reference in
2016 & beyond



Hour 3:

Our Success Roadmap: 3 Stops

Step 3: Building a Successful
Corporate/Nonprofit
Partnership





Our Agenda:

The Road Ahead-Stop 3

- Discuss the relevance and rewards of CNP partnerships
- Explore mission alignment between corporate partners & nonprofits
- Apply theory and best practices to build successful partnerships
- Apply session best practices in working groups