



Marketing Project Execution

Common Impact engages marketing professionals from our corporate partners who donate their time to implement high-quality projects for your nonprofit.

WHAT'S THE BENEFIT?

Through our partnerships with Fortune 500 companies, you gain access to marketing professionals who will build you a high-quality product at a fraction of the typical cost. Examples of marketing projects include:

- **Development of print collateral**, such as a brochure, annual report, or flyer
- **Development of electronic collateral**, such as a new website, e-newsletter, or action alert
- **Identity and branding projects**, such as a new logo, color scheme, or communications guide
- **Market research** into how your target audiences perceive your organization

Our nonprofit clients typically gain more than just the project itself. Many organizations form ongoing relationships with their corporate partners—gaining new donors, program volunteers, or continued support with their project. Nonprofit clients are also eligible to come back and apply for additional projects.

HOW DOES IT WORK?

It can be challenging to deploy a team of corporate employees effectively into a nonprofit. Common Impact has developed a consulting methodology to ensure our success: every engagement is managed by one of our staff Consultants, who oversee a team of 3-6 corporate professionals. Team members dedicate a few hours each week for six months, resulting in approximately 150 to 200 hours of implementation time for your organization.

Our process begins by defining the scope and requirements to ensure clarity on the project deliverables. Common Impact screens corporate employees to ensure your team has the right skillset, provides an orientation to all participants, defines milestones and checkpoints, and monitors the project to ensure success. At the end of the project, we measure the social impact and recognize the employees for their contribution.

LEARN MORE

→ Sign Up for Marketing Services

<http://www.commonimpact.org/contact/service-inquiry/>

→ Read a Case Study

<http://www.commonimpact.org/work/>

→ Contact Us

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