

impaktWORKSHOP

SOCIAL RESPONSIBILITY TOOLS

The Partnership Workshop: Thursday, May 28, 2009 *Building Effective Partnerships with Corporations*

Today, in order for non-profit organizations to build and improve partnerships with corporations they need to be able to measure the business and social impacts of their programs. However, most non-profits aren't familiar enough with what motivates businesses, how decisions are made, and how they measure results. As result, its difficult to attract and maintain corporate partners – especially in the current economic climate.

The Partnership Workshop is a practical and interactive day long seminar designed to help non-profit organizations improve their partnerships with corporations. The workshop will be led by Paul Klein, President of Impakt Corporation and an authority on community investment and partnership building, along with Jon Packer, President of the Idea Workshop, an award-winning communications agency with specialist social responsibility insight.

What you will learn

- What effect the recent economic crisis has had on how corporations assess the value of their partnerships with non-profits
- What corporations expect in terms of business value from partnerships with non-profits
- How corporations establish objectives, measure success and evaluate potential non-profit partnerships
- How to use the Impact Valuation Tool to assess and improve your most important corporate partnerships

Key Benefits

- In-depth understanding of how and why corporations establish partnerships with non-profits
- Access to research and tools that can be used to improve your case for corporate support.
- Sharing of best practices and networking with peers
- Intimate workshop environment to ensure interaction, involvement, and networking
- Understanding of the Impakt Partnership Valuation Tool

Details

- Date: Thursday, May 28, 2009
- Time: 8:30am - 4:30pm
- Location: Impakt, 165 John Street, 3rd Floor, Toronto, Ontario

Workshop Fee

- \$480 + \$24 (GST) = \$504

"My hats off to you - no one has ever delved into the topic with such passion, knowledge and experience - and there is so much growth to be had, thank you for leading this workshop."
Judy MacGowan, Director of Business Development, Toronto's Ronald McDonald House

For more information contact: Paul Klein at 416.483.6191 x229 or Jon Packer at 416.504.3977 x24

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Partnership Workshop: Registration Form

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Registration Information:

Name: _____

Title: _____

Organization: _____

Mailing Address: _____

Phone: _____ Fax: _____

Email: _____

Payment Information:

Payment \$ _____ Card # _____

Credit Card: VISA MASTERCARD Expiry Date: _____

Name on Card: _____

Signature: _____

Cheque Enclosed:

Cancellation Policy:

If a participant needs to withdraw, notification must be received no later than 30 days prior to the date of the workshop. We will then refund the registration fee in full, minus applicable charges for payments made by credit card. Participants who withdraw within 30 days of the scheduled workshop are not eligible for a refund but may apply their registration fees as a credit to another Impaktworkshop session within one year. If a workshop is cancelled, participants will be notified at least 14 days prior to the scheduled workshop date and participants can choose to receive a full refund or apply their registration to another Impaktworkshop session.

Please mail or fax registration and payment to:

Impakt Corporation
165 John Street, 3rd Floor
Toronto, Ontario M5T 1X3
Fax: 416.593.4948

For more information contact:

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416.483.6191 x229
Jon Packer: jon@theideaworkshop.com
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