THE RELATIONSHIP BETWEEN MISSIONARY ORGANIZATIONS AND CORPORATE DONORS

IMPROVING THE RELATIONSHIP FOR THE BETTERMENT OF BOTH PARTIES

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&
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What measures can be taken to improve the partnership between missionary organizations and corporate donors?
Underlying Research Questions

- What are the perceived benefits of making a corporate contribution to a missionary organization?
  - What could be done to increase the benefit?
  - What can be done to increase the level of corporate involvement in missionary work?
Conflict between the commercial interests of a corporation and the most severe societal needs
Interviewing Process:
- Interviewing Schedules designed to answer the key research questions

Subjects:
- Corporate leaders
- Missions Organization executives
- Other subject matter experts
Cross-analysis of subject responses and suggestions for potential courses of action

Subject Response Matrix

<table>
<thead>
<tr>
<th>Organization Type</th>
<th>Organization Name</th>
<th>Subject Position in Organization</th>
<th>Current Benefits (to Corporation)</th>
<th>To Increase Benefits (to Corporation)</th>
<th>Suggested Plan of Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Missions</td>
<td>Partners In Development</td>
<td>Director of Program Development</td>
<td>Minimal</td>
<td>Unsure</td>
<td>Third party brand promotion</td>
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<td>Organizations</td>
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Benefits of Corporate Philanthropy:

- Corporate contributions essential for success (Troy, 1980)
- Non-profit Partnerships competitive Advantage (Burlingame and Young, 1996)

Factors deterring donations to M.O.'s

- Common culture of Corporate Philanthropy
- Geographic Complications
Factors motivating Corporate Contributions

- Enlightened Self-interest Giving Strategy -

“By tending to the interests of those in the market and the surrounding community, a corporation seeks to please those who have a stake in the financial performance of the business. (Thomas, pg. 54)
**Interviewing Results**

**Subject Observations**

- **Fundraising Challenges**
  - Administrative Expense Support
  - Religious Affiliation

- M.O.’s typically take no measures to attract corporate support

- Minimal corporate benefits with partnership
Suggested Plan of Action

- Joint Investment
- More Involved Relationship
- Aligned Interest Partnerships
- Corporate Volunteerism
Perceived Value of a Cause Model

1. Foreign cause
   - Depreciation
   - Appreciation
   - M.O.

2. Sustainability
   - Appreciation
   - M.O.
   - Appreciation

3. Accountability
   - Appreciation
   - M.O.
   - Appreciation

4. "Bang for your buck"
   - Appreciation
   - M.O.
   - Appreciation

5. Minimal bureaucracy
   - Appreciation
   - M.O.
   - Appreciation

6. Severity of Need
   - Appreciation
   - M.O.
   - Appreciation
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PERCEIVED VALUE OF A CAUSE MODEL

1. Foreign cause
2. Sustainability
3. Accountability
4. “Bang for your buck”
5. Minimal bureaucracy
6. Severity of Need
More involvement

More accountability from M.O.
Thank You!

McNair Staff
And
Faculty Mentor
And
Especially
The McNair Cohort