



Corporate Social Investing: The Breakthrough Strategy for Giving & Getting Corporate Contributions

Curt Weeden

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Details a practical, 10-step plan that can create exciting new relationships between businesses and nonprofits
Weeden's plan could generate an additional \$3 billion a year in corporate support for vital causes, improving quality of life for millions, while at the same time bolstering corporate profits

Offers essential advice for businesses planning their corporate social investing strategies and nonprofits seeking corporate support

Corporate philanthropy is on its way out. A new concept called "corporate social investing"-which requires that every commitment of money and/or product/equipment/land which a company makes must have a significant business reason-is taking its place. The transition has implications to every business and nonprofit organization in America. This book provides the strategic plan for making the transition to corporate social investing. By following the practical steps described here, businesses and nonprofits can forge creative alliances that can boost corporate profits while at the same time providing added resources for schools, colleges, cultural organizations, civic groups, and other important charities.

Weeden's breakthrough plan, based on his innovative concept of corporate social investing, has the potential to dramatically change the way businesses and nonprofits interact. If widely implemented, it could substantially increase corporate support for nonprofits, turning the tide against cutbacks, offering profound benefits to businesses, and revitalizing the essential services nonprofits provide.

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