

NONPROFIT PARTNERSHIP PLATFORM

Social Good Strategies To Grow Your Business

The Challenge

The benefits of aligning with social impact strategies inside the workplace are a well-documented trend that will only become more essential in the years to come. Right now, corporate executives are struggling with how best to return to the workplace following a global pandemic while also engaging their employee resource groups on the topic of equity, addressing the emotional wellbeing of their workforce, and demonstrating a commitment to community.

Engaging nonprofits as vendors of social good may make sense of paper, but companies are not always well-positioned to work directly with nonprofits to turn concept into reality. The chasm between nonprofits and the private sector is sometimes just too large.

The Nonprofit Partnership Platform

Next Stage's Nonprofit Partnership Platform (NPP) is a turnkey solution that builds community impact while helping companies address a myriad of identity and social impact challenges and opportunities.

Next Stage has built an NPP pilot cohort of 20 Charlotte-based nonprofit organizations that have entered into a formal agreement with our firm to facilitate their business engagement efforts. These organizations are well known to the firm and vetted for a number of factors:



Representation across a wide diversity of sectors, causes and missions



Already-developed employee engagement, cause marketing and workforce development strategies (many developed in partnership with Next Stage)



Alignment with the concepts presented in Next Stage's Social Good Report: Profit & Purpose



Desire to create custom designs for the unique needs of individual companies

Next Stage takes the onerous task of project management with nonprofits off the plate of private sector companies, providing ongoing professional development and support to the NPP, assisting in the design of strategies, facilitating implementation and encouraging ongoing partnership. Nonprofits **do not** pay Next Stage for their participation in the NPP.

Why Partner with Next Stage?

Next Stage is a strategic consulting firm that has partnered with more than 250 nonprofit and corporate changemakers to design and implement strategies that build strong organizations and fuel community change. The firm has deep experience in the nonprofit sector and the social impact community, including trusted expertise in nonprofit strategy and management, creative capacity for problem-solving and win-win—win architecture.