

## **New Dimensions in Corporate Philanthropy: The Role of Strategic Partnerships**

*PRSA International Conference, Philadelphia, October 27, 2013*

- I. Corporate Philanthropy Today:  
The State of Giving Programs.
- II. The Case for Communications Leadership:  
Why Practitioners Need to Run to the Front
- III. Best Practices in Corporate Philanthropy:  
Emerging Models for Collaborative Success
  - a. Alumni Development
  - b. Niche Positioning
  - c. Globalization
  - d. Employee Engagement
  - e. Industry Partner Collaboration
  - f. Customer Incorporation
- IV. Navigating Internal Politics:  
Advancing the Agenda without Making Enemies
- V. Putting it to Work:  
Three Actions to Take this Year

### **About McDougall Communications**

Founded in 2011 by former Bausch & Lomb and Eastman Kodak Company executive Mike McDougall, APR, McDougall Communications works with organizations worldwide to solve business challenges through strategic planning and outreach. For more information, please visit [McDougallPR.com](http://McDougallPR.com), follow @McDougallPR or e-mail [info@McDougallPR.com](mailto:info@McDougallPR.com).