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Recommended Citation

Aleksic, Nikola and DiStefano, Dawn, "Creating Relationships for Social Good" (2021). *Faculty Works: Business*. 105.

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Creating Relationships for Social Good

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ABSTRACT

The marketing research completed by students who are in their senior year of study at Molloy College proved yet again to be a rewarding experience for all parties involved. Student success came about while working harmoniously as a team to complete a fourteen-week research project that helped develop their professional as well as personal skills throughout the capstone experience. The students worked with a 'live' non-profit located on Long Island and their efforts proved to serve society well while moving their mission forward. This senior project promotes civic engagement within our local community while continuing to be beneficial toward their skills and disposition when entering into the business world.

The students were charged with putting together turnkey recommendations that would assist the non-profit toward building upon their local relationships to fulfill its mission. This would subsequently lead to a better understanding of the great work that their assigned non-profit partakes in while embracing their efforts via social responsibility.

Keywords

non-profit networking, building relationships, social responsibility, marketing, not-for-profit.

1 PEDOGICAL PHILOSOPHY

The capstone project helps forge the values that today's society is looking to fulfill through transformative learning. This real-world project captures both the skills and abilities of our students while noticing a distinct change in their demeanor upon completion of this program; thus the promotion of continuous learning.

The Spring 2021 Capstone Class was divided into three virtual consulting teams where they partnered with a local non-profit with several overarching issues due to the pandemic. This paper captures the essence of this project where students worked as members of a consulting firm named "Alpha Consulting, Inc." The team used the Bloomberg Philanthropies, "Mayor's Challenge" application to guide the consulting experience.

2 THE CONSULTING PROBLEM

The client is *Joey's Friends Too, Inc.* This organization is local non-profit on Long Island where their work is not to be underestimated. This non-profit's mission is to empower those with developmental and/or physical disabilities to live independent and fulfilling lives. *Joey's Friends Too, Inc.* was created in memory of a fallen son due to a terminal disease. Those that the non-profit serves are to have some sort of developmental or physical disability whether it be terminal or not. The Founder's husband and daughter served as the direct clients for the student consulting teams.

In summary, *Joey's Friends Too, Inc.* is looking to spread awareness of their services while building their network to assist more developmentally and/or physically disabled individuals to lead aspirational lives. Their efforts are to assist future generations meet and/or exceed their personal goals. This organization was created to be an agent of change by actively participating in their community and spreading social good.

In order to maintain sustainable growth, the organization looked to Molloy and its students to address the top three overarching issues in the form of consulting firms to optimize resources while continuing to build the brand.

3 RECOMMENDATIONS

Building Partnerships with Agencies

The team planned to provide a process for community outreach to local agencies that serve this deserving population. The partnerships pursued were The Viscardi Center and ACLD.

Fundraising Opportunities and Expansion

Joey's Friends Too, Inc. is very active in Nassau County and their annual fundraising event is usually held locally. The thought here was to expand the organization's reach to Suffolk County and solidify partnerships on the east end to hold future fundraising events and spread awareness.

Solidifying Recurring Donations

The plan here is to develop long-lasting relationships with complementing partners to maximize recurring donations for future fundraising events. Among those solicited were the San Francisco 49ers and the Long Island Ducks.

4 FACTORS THAT COULD DERAIL THE PLAN

There are many risk factors if we were to implement our big ideas. The first of many would be the time it would take to develop these relationships among local agencies, especially during a pandemic. Second is to monitor how well the relationships are serving the population over time. This is a rather large undertaking, but the benefits can prove to be fruitful for all parties involved. Lastly, there are so many reputable non-profits that currently serve this population, so our thoughts are to be mindful of this while pitching our ideas to sustain a competitive advantage.

Although these are some prominent risk factors, it is essential that we become knowledgeable and remain transparent when developing our turnkey recommendations. If these initiatives are properly executed, Joey's Friends Too, Inc. will benefit tremendously due to our efforts and be able to assist more deserving individuals in need.

5 SUMMARY OF DESIRED OUTCOMES

Our main objective is to implement a sustainable way for *Joey's Friends Too, Inc.* to generate brand awareness and provide ample funding to those in need through fundraising opportunities and lasting partnerships.

How long do you think it will take to show results?

The time frame that is realistic to implement our plan is 1 – 6 months. We have a strong plan that is based on third-party partnerships, fundraising opportunities with local restaurants, and the need to solidify monetary and/or non-monetary donations for silent auctions.

How will you manage sustainable efforts?

We will need to develop critical partnerships in order to sustain our competitive advantage in this area of non-profit. Secondly, we would need to utilize some non-monetary resources in order to implement our ideas. For example, our team needs exceptional communication skills. These resources will enable us to find appropriate partners for Joey's Friends Too, Inc. Due to today's circumstances, technology will definitely be a big factor in our implementation plan for we will be communicating via cell phone, Zoom, and email.

6 IMPACT ON SOCIETY

There is a need for this solution throughout the US. *Joey's Friends Too, Inc.* believes that all of our local communities possess the resources in order to help developmentally and/or physically disabled individuals fulfill fruitful and rewarding lives. We can continue to grow socially in future years due to the ideas that are being recommended. It is the nature of the cause as well as the increased brand awareness that will help unite everyone within their local communities to build a stronger brand for the greater good.

Alpha Consulting, Inc. wishes to impact the world in a positive way. We are proud of our recommendations and believe that our work will benefit this deserving community over the long-term. We are confident when it comes to our research efforts. Our ideas support societal advancement. This program proved to be rewarding on two fronts, as a capstone project and personally to positively impact others within our local community.

ACKNOWLEDGEMENT. The authors wish to thank our partners at *Joey's Friends Too, Inc.* for allowing us to exhibit the knowledge and skills we have developed upon completion of this program while expressing our sincere gratitude having been part of this real-world experience.

REFERENCES. Will be supplied upon request.