

# Hiker

**Date:** June 14, 2020

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**Client:** SCS Noonan Scholars

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**Project:** Key Messaging 2020 -- Partners V4

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## KEY MESSAGING: PARTNERS

Corporate Partners - Ideally, these corporate business leaders (middle and upper management), look to SCS Noonan Scholars as the best, most sustainable pipeline for diverse talent and leadership. As individuals, many connect deeply with the mission and are driven by a desire to give back, do more, and be part of positive change - but they also must be able to point to a clear return on investment to get corporate buy in for engagement and/or deeper engagement with the organization. We want these assets to assure them that partnering with SCS Noonan Scholars is a smart, value-centered way to feed their personal/career goals, while also helping their organizations fulfill clear business objectives.

# We provide a reliable pipeline for the nation's most exceptional, diverse talent.

Partner with Thrive Scholars and give your company a competitive edge recruiting the nation's most exceptional diverse talent and future leaders. Our scholars graduate from elite colleges — places like Harvard, MIT, University of Pennsylvania, and Stanford — fully prepared to pursue high-trajectory careers in engineering, software development, consulting, banking, healthcare, law, and more. Over 90% of our scholars attend a Top 100 college and nearly half attend Ivy League or other elite schools. Our scholars excel academically, outperforming their peers in both grade point average and persistence in their chosen major. Our comprehensive, 4-year career development program prepares and positions our scholars for short- and long-term success. That's why our scholars arrive at organizations ready to contribute on day one. Academically prepared at the highest levels, our scholars demonstrate the critical hard and soft skills needed to thrive in any organization. And they offer a critical diversity of perspective that delivers real business value to your teams. What's more, by partnering with Thrive Scholars, your company gains access to our more than 1000-strong alumni network. These experienced mid- and senior-level diverse professionals are ready to lead in key management positions across your organization and provide a strong foundation for future diversity recruitment.

Questions this answers:

What is the main benefit your program offers corporate partners?

We have a real demand for diverse talent, can you help us with that?

# We help organizations inspire deeper employee engagement.

With unique volunteer opportunities, Thrive Scholars gives organizations a proven way to amplify employee engagement initiatives. Our programs allow employees to sharpen their leadership skills while contributing meaningfully to causes they care about, like advancing diversity, fostering inclusion, and building career opportunities for underrepresented communities. Through our turnkey Scholar Mentorship program, your employees will support high-achieving students of color in successfully navigating everything from campus life to college and career planning. This direct, one-to-one engagement is a great way to strengthen employee commitment to your mission and cultivate a valuable future talent pipeline for your organization. Our programs facilitate employee recruitment, mentor matching, training, and tracking. And it's proven effective for the success of both our scholars and partners. Work with Thrives Scholars to build a dynamic workplace community where diversity fuels innovation and employees are inspired to become your best brand ambassadors.

Questions this answers:

How can we get employees more excited about working at our company?

How can we advance our DEI initiatives in a proven, effective way?

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# Invest in an organization at the vanguard of positive social change.

A philanthropic partnership with Thrive Scholars allows you to align your organization with a nonprofit at the frontlines of positive social change. If your Corporate Social Responsibility agenda includes improving education, STEM engagement, or career advancement opportunities of diverse students, Thrive Scholars makes an ideal partner. No other organization provides diverse students with the depth and breadth of our college and career preparation and support. Our proven model is advancing educational access and equity for high-achieving, underrepresented students nationwide, effectively preparing the exceptional diverse leadership our nation desperately needs. Support Thrive Scholars and showcase your values to your employees, customers, and community. We offer multiple ways your philanthropy can take shape, and we will work with you to tailor your impact however you like. We'll even help you leverage your engagement for valuable branding opportunities, positioning your company as visionary leader in workforce diversity.

Questions this answers:

How can our corporate philanthropy support our values and our business objectives?

How can we inspire our employees to deeper community engagement?

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