



**CLIENT:** The Greensboro Partnership

**BACKGROUND:** In 2000, a group of community foundations commissioned McKinsey & Co. to assess Greensboro, North Carolina's future economic prospects. Among the barriers to positive economic development identified by McKinsey was the "divergent development priorities and dispersed efforts" of what was referred to as an "alphabet soup" of economic development agencies. In late 2004, three key organizations – the Greensboro Chamber of Commerce, Action Greensboro (a partnership of community-minded foundation), and the Greensboro Economic Development Partnership – were merged with a goal of streamlined governance, speaking with one voice and more focused strategic planning. The newly merged organization was called The Greensboro Partnership.

**RDG ROLE and RESULTS:** In 2008 RDG utilized their direct solicitation approach to execute The Greensboro Partnership's campaign to fund its first joint five-year strategic plan for 2009 through 2013.

RDG helped The Greensboro Partnership generate \$10 million of mostly private sector and foundation funding for the initiative.

**LEGACY:** The Greensboro Partnership has become both the primary economic development organization in Guilford County, and one of the most well-funded economic development programs in North Carolina's Piedmont Triad Region. With those funds, The Greensboro Partnership has successfully recruited major employers, helped to foster a business climate that encourages innovation and entrepreneurship, and has had a positive impact on important quality of life developments in Guilford County.

**FOR MORE INFORMATION CONTACT:**

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