

## NATIONAL ASSOCIATION OF WOMEN BUSINESS OWNERS



NAWBO approached MKB to assist in applying a best-practices approach to structuring and implementing a **Corporate Partner Initiative**. Alongside the development of a clear and compelling step-by-step program of materials and guides, MKB created an additional outreach opportunity—the NAWBO Knowledge Partner Program—an exclusive annual opportunity for a select sponsor to connect with membership. Member participation has grown 10-fold, and these initiatives and their corresponding tactics have become pilot programs for other chapters nationally.

BRAND DESIGN, WEB AND MARKETING