A recent Indonesian immigrant to the United States might seek assistance from her cleric, from the city's South Asian cultural association, or from a program offered by her local neighborhood drop-in center.

While biking to work may be desirable in good weather, public transit is preferred when the weather gets bad, and a carpool or shared taxi may be best when work extends beyond normal business hours.

Hospitals provide cochlear implants. Schools for the Deaf teaches sign-language. A Life Skills Agency helps integrate individual into society via oralism.

The Nature Conservancy provides an example of a cooperative, non-confrontational group that is willing to work closely with the private sector when they feel it serves their interests. Greenpeace lies at the other extreme, with a "zero tolerance" approach to concessions to development, and vilification of industry.

A Typology of Nonprofit Competition: Insights for Social Marketers
Robin J.B. Ritchie and Charles B. Weinberg
Social Marketing Quarterly, 6(3), September 2000, 64-71

Concept map idea from
Learning How to Learn
Joseph D. Novak, D. Bob Gowin and Jane Butler Kahle
Cambridge University Press, September 28, 1984

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