



BE A PART OF THE MOST GENEROUS NATION  
JOIN US NOV. 29, 2016

## 5 Steps to Corporate Citizenship as Good Business

*Investment in community should form part of every corporation's culture and developing a Corporate Citizenship Program is a fundamental cornerstone of success. This Toolkit outlines the different planning steps for engaging employees, vendors, clients and other stakeholders.*

Companies with CSR programs in place have proven results in the following areas:

- employee attraction and retention
- client engagement leading to increased revenue
- strengthening vendor/supplier relationship
- strategic positioning within the market
- competitive advantage

Your corporate citizenship program is the tool that will build bridges between these groups of people (influencers).

### Step One – Setting Goals and Objectives

Businesses engage in corporate citizenship campaigns for a number of reasons. At its core, are your corporate values. Before you articulate your goals and objectives, consider the values you, your employees and your company overall reflect outwards. Now set corporate citizenship goals that will enhance and highlight those values.

- What goals/objectives do you want your corporate citizenship strategy to achieve?
- How are you measuring the effectiveness of your current activities against these goals?
- Who is responsible?
- Is there a partner who you can solicit to match your donations funds with? This allows the fund to grow exponentially.
- What role do you see your company playing in the community?
- What does community mean to you?

FIND OUT MORE AT [GENEROUSNATION.CA](http://GENEROUSNATION.CA)

# GIVING TUESD'EH



BE A PART OF THE MOST GENEROUS NATION  
JOIN US NOV. 29, 2016

Assemble your employees, consultants and individuals vested in your company's success and/or business development strategy. The next step is a full-out brainstorming session, have fun with this exercise!

Taking into account all the influencers, as listed above, ask the "team" to generate ideas as to ALL the possible goals and objectives for entering into a community investment project, or community partnership. No idea is too crazy. Take your time to review suggestions and set priorities or interests.

## Step Two – Identifying Influencers

Based on your stated goals and objectives, the next step is to bring together the different people and organizations that will make your program successful. There are several ways to approach this. We have highlighted three different models for your consideration:

1. *Employee committee: A group of employees from all departments and managerial levels (including owners) meet to decide on all social aspects from donations to charities, to volunteer days, to supply chain procurement decisions*
2. *Single point decision making: A single person or department is responsible for developing and implementing the corporate citizenship program. This may require pushing the plan up the chain of command, or being developed within the C-Suite*
3. *Community task force: A committee that is comprised of all the key stakeholders of the business (owners, employees, customers, vendors). A much more labour intensive process, but one where feedback is solicited and built upon directly from those who are impacted by the decisions*

All partners working together to create a campaign to encourage involvement in one of three easy ways:

- *Encourage your employees to volunteer*
- *Engage your influencers in donating time, talent and resources*
- *Establish a fundraising program/\$ matching contributions*

FIND OUT MORE AT [GENEROUSNATION.CA](http://GENEROUSNATION.CA)



BE A PART OF THE MOST GENEROUS NATION  
JOIN US NOV. 29, 2016

### Who do you want to engage in your campaign?

**Clients** – This is where your source of revenue is generated (aside from shareholders). Knowing your target market, where they live, work and play will help you determine the best way to engage them in your community investment objectives. Your company can be a catalyst for overall social change in a community. By investing in a project, you can bring your client base together and leverage your investment even further by engaging them in the process.

**Vendors (Suppliers)** – These are the people that provide you with the stuff you need to get your job done. How you engage them in your community investment strategy may enable you to negotiate better contracts and/or generate additional revenue streams for your business. By understanding what their interests are in the same communities that you work in will provide you with a stronger base from which to negotiate terms.

**Your Company (staff, your other stakeholders)** – Your core values and those of your employees will help direct how you want to get engaged in community activities and who you want to work with in the process.

**Management** – These are the people who have a financial stake in your business and/or are directly involved in the strategic direction of your company. They most likely have also invested a significant amount of time for which they have not been compensated.

**Community** – Where your business is situated and where you draw your employee and client base from. This could mean that you have headquarters in one city, manufacturing in another city and service delivery in yet another locale. All of these locations constitute community. In addition, your community can extend to where you manufacture your product and where your vendors are located. How you define community, and to what level you want to engage them depends on what type of impact you want to have both from a company perspective and from a personal perspective.

FIND OUT MORE AT [GENEROUSNATION.CA](http://GENEROUSNATION.CA)

# GIVING TUESD'EH



BE A PART OF THE MOST GENEROUS NATION  
JOIN US NOV. 29, 2016

- Campaign Ideas - Make it fun! Things to do, activity based/volunteering, payroll deduction, reward based incentives geared to any combination of the above audiences.
- Introduce innovative technologies such as a partnership with Goodpin [www.goodpin.com](http://www.goodpin.com)

*Your Company (staff, you other stakeholders)* – Your core values and those of your employees will help direct how you want to get engaged in community activities and who you want to work with in the process.

Identify the key players – Family/Board, Community, Clients, Vendors, You. What do they have in common with each other? How do they overlap?

Board of Directors

Community

Clients

Vendors

Your Company (Staff, you, other stakeholders)

FIND OUT MORE AT [GENEROUSNATION.CA](http://GENEROUSNATION.CA)



BE A PART OF THE MOST GENEROUS NATION  
JOIN US NOV. 29, 2016

### **Step Three - Budgeting your Campaign and Setting a Financial Goal**

*Knowing your total community investment budget, allocate specific dollars AND volunteer time to each initiative.*

Assign a total value you are prepared to allocate to each specific initiative (your Board of Directors may have some say in this number). The value that you assign to each project/initiative should be realistic in order to generate the type of impact that you want to see. There is no sense in investing in the hockey team, when parents cannot afford to give their kids breakfast (i.e. playing hockey is low on the societal issues).

You should also account for who else you can bring to the table to leverage your company's name and generate greater impact. For example, if you want to sponsor a book drive but your employee base is small, perhaps creating a challenge campaign between your company and one of your suppliers can grow the potential donor base exponentially. You have leveraged your company's name, engaged another partner, and helped the organization meet some of its needs.

Perhaps you are looking at a financial investment, breaking your community investment budget down into disbursement times that meet your needs as well as the needs of the recipient is critical.

One last thought – impact cannot be seen over one year. It is measured over time. When you look at your community investment projects consider making a multi-year commitment so that the organization has a way of showing you how you have benefited the community in the long-run. You will be very pleased with the social return on your investment if you make the commitment to let your money “sit” over time.

FIND OUT MORE AT [GENEROUSNATION.CA](http://GENEROUSNATION.CA)

# GIVING TUESD'EH



BE A PART OF THE MOST GENEROUS NATION  
JOIN US NOV. 29, 2016

Initiative	Total Cost	Volunteer Commitment	Amount Invested	Other	Timeline	Outcome	Projected ROI
Further Education project		0 Hours \$0.00	\$ 1000		\$ 1000 at one time  Jerseys donated in time for season opener	50 kids playing hockey	100 new people saw your name on the Jersey and that has translated into 30% increase in product sales in that community
To be filled out by the charities							
<b>TOTALS</b>							

## Step Four - Amplifying Message (Sharing the campaign with your audiences through social media)

Create images, blog posts, videos and social media messages to share with influencers.

- Hash tag suggestions #businessyyc #meetgoodpin #philanthropy #local #thecardthatgives
- Twitter Samples - We are proud to make a difference with #givingtuesdayca #generousnation #yyc
- Sharing photos can increase retweets by 35%
- Optimal posting time 7-10pm

FIND OUT MORE AT [GENEROUSNATION.CA](http://GENEROUSNATION.CA)

# GIVING TUESD'EH

BE A PART OF THE MOST GENEROUS NATION  
JOIN US NOV. 29, 2016

## Step Five - Measuring Success

**People** - *Focus on the What & Then on the Who.* Select specific charities based on their ability to spend money.

### Capital

Understanding the financial ratio and managing risk. Who else is supporting them? How is your network leveraged?

### Infrastructure

Build communities of practice. How does the money spent on programs address creating a stronger workforce for tomorrow.

## Next Steps Corporate Responsibility – keep the momentum going

- Shift your corporate funding to a new set of charities
- Provide outside consultation to your team around your corporate citizenship program



FIND OUT MORE AT [GENEROUSNATION.CA](http://GENEROUSNATION.CA)

# GIVING TUESD'EH

BE A PART OF THE MOST GENEROUS NATION  
JOIN US NOV. 29, 2016

## Definitions



**Social Impact** - Social Impact Investing is a way to contribute funds to charities and/or social enterprises (for profit) that address critical social, economic or environmental concerns facing our communities.

**Triple bottom line** - (abbreviated as **TBL** or **3BL**) is an accounting framework with three parts: social, environmental (or ecological) and financial. These three divisions are also called the three Ps: people, planet and profit, or the "three pillars of sustainability." (wikipedia)

**Corporate Citizenship** - "The extent to which businesses are socially responsible for meeting legal, ethical and economic responsibilities placed on them by shareholders." (Investopedia) For our purposes, we define corporate citizenship similar to how Peter Drucker explained it, "Culture eats strategy for breakfast." Your corporate citizenship program is about how you encourage and empower your stakeholders to operate in your community(ies).

**Corporate Social Responsibility (CSR)** - Spun out of community investment strategies, CSR are the policies and procedures that a company adopts around how it engages with people, planet and profit - the Triple Bottom Line.

FIND OUT MORE AT [GENEROUSNATION.CA](http://GENEROUSNATION.CA)



GIVING  
TUESD'EH



BE A PART OF THE MOST GENEROUS NATION  
JOIN US NOV. 29, 2016

***Community Investment*** – Where your business is situated and where you draw your employee and client base from. This could mean that you have headquarters in one city, manufacturing in another city and service delivery in yet another locale. All of these locations constitute community. In addition, your community can extend to where you manufacture your product and where your vendors are located. How you define community, and to what level you want to engage them depends on what type of impact you want to have both from a company perspective and from a personal perspective.

FIND OUT MORE AT [GENEROUSNATION.CA](http://GENEROUSNATION.CA)