

KEY TAKEAWAYS

1

Align With Company Priorities

Sync community initiatives with executive interests and company goals for maximum support and alignment.

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2

Values-Centered Programs

Embed your company's core values in CSR efforts, enhancing brand identity and boosting employee engagement.

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3

Empower Employee Volunteering

Promote varied volunteering opportunities to foster personal development and cross-functional collaboration.

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4

Resource Sharing

Utilize your comms know-how and resources, such as marketing or analytics, to amplify partner organizations' impact.

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5

Highlight Real Stories

Document and share genuine CSR experiences to deepen connections with stakeholders and illustrate tangible impact.

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6

Talent Branding

Show commitment to societal contribution as a key employer differentiator through impact aligned with mission and values.

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7

Integrated Impact Assessment

Engage with nonprofits as experts in their field to identify flexible success metrics, avoiding a one-size-fits-all approach.

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8

Business Case

Show ROI by connecting social initiatives to tangible outcomes like talent retention, brand differentiation, and stakeholder trust.

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9

Industry Reputation Enhancement

Elevate standing with social impact initiatives, emphasizing ethical leadership and community contribution.

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10

Future-Focused Partnerships and Learning

Foster enduring relationships with nonprofits and maintain an adaptive approach, for sustained impact.