

CSR Blueprint



Choosing What to Care About

10 Criteria to Consider (1-5 “Cause” - 6-10 Organization)

1. Is there a Strong Public Awareness of Need for that Cause
2. Is there a Strong Public Passion for Solving the Problem
3. Is that Cause Fragmented or Crowded by current Charities or Funders
4. Is there a Relevance or Affinity to your Industry/Employees/Customer
5. Is there a Controversy with, or Advocacy Against that Cause
6. Is there a Unique Innovation or Strategy associated with your Organization
7. Is there 3+ years of Documented Financial Responsibility and Stewardship
8. Is there an Organizational Strategy that Effectively Addresses the Problem
9. Is there a Strong Board/Leadership capable of Delivering a Solution
10. Is there a Professional Positive Transparent Communication to the Public

Generally speaking, the leadership should examine whether or not they have an honest care or compassion for the cause. Selecting a CSR Social Cause Partnership is not for “*Virtue Signaling*”... it is for alignment to find greater purpose. That purpose, we now can document, includes Brand Equity, Employee Loyalty, and Profitability.

Once you’ve selected the RIGHT CAUSE.... There is a tried-and-true Vetting Process for selecting the right Organization to partner with, in an effort to champion that cause. (*Details of those resources are found later in this Blueprint*).

BLUEPRINT CHECKLIST:

Create a Partner Short List:

After Selecting the Cause, you will need to prepare a Vetted Short List of Organizations with whom your organization would like to consider alignment.

Meet and Greet Short List Candidates:

Arrange meetings with Leadership and/or Board members to inform your final decisions.

Memorialize the Partnership with your Selected Partner:

Almost every charity will happily accept your contribution; however, not every charity understands the mutual commitment of CSR Partnership with a for-profit organization. Ongoing meetings with established liaisons should be a minimum expectation. Opportunities for volunteerism, cross-promotions, support of specific events (ie Galas and Golf Tourney) should be discussed to manage goals and expectations.

Press Releases:

There should be an expectation of mutually approved press releases announcing the Partnership, from both parties. The cause-based organization will have a public and philanthropic distribution list. The for-profit organization should target investors, industry-trades, vendors, dealers, and niche customer media outlets.

There should be at least 3 Press Releases preplanned, each about 2 months apart.

1. The Announcement
2. A follow-up of Testimonials or Results of ongoing services with reference to the Partnership
3. Expectations of future plans and results based on recent accomplishment

CSR PARTNERSHIP BLUEPRINT Checklist Excerpt

A/V News Story Assets & Interviews:

News organizations, especially Radio and Television are actually far more effective than print media. If you want to maximize your launch or ongoing successes as a CSR Partner, you should invest in both Audio and Video Assets that can be utilized by the local stations.

That investment includes simply taking the time to locate available online explainers that deal with the Cause (subject matter) and provide the links to these media outlets. It could be as simple as A/V testimonials supplied by your non-profit partner, CSR statements by your organization, employees or customers. With the advent of mobile recording devices this is easily accomplishable. Just ask any member of your local high school A/V club.

Graphical Assets:

1. Approved Logos and Restrictions for the Non-profit
2. Logo or treatment representing the Partnership/Alliance.
3. Buttons for Web Sites (To Learn More – To Donate - To Volunteer etc)
4. Splash Page for your CSR Partnership Explanation
5. Social Media Images. (Stock Images, or Images supplied by your non-profit partner)
6. Downloadable and Printable Graphics for Promotion (Posters, Tent Cards, and Billboards)

Video Presentations:

1. A video to Introduce & Explain your CSR Partnership to your network and customers including how they can help.
2. A separate video to explain how your Employees Can Participate. (Payroll Contributions, Matching, etc)
3. Simple Gif animations or short videos for Social Media posts
4. Ongoing Video Impact Stories and Testimonials that the Partner Relationship is Creating.

Social Media Assets:

1. Utilizing the A/V assets create a series of Prescheduled Posts to appear over time
2. Integrate the content of posts from the point of view of your employees, your non-profit partner, and the beneficiaries of the solution that your partnership is addressing.

E Newsletters and Ongoing Promotion:

Most non-profits regularly prepare and share their progress reports. This process can be as simple as forwarding that information to your audience. More ideally, you should engage your partner to provide a modified Partner-branded version of that newsletter for your use.

Integration of Employee Participation:

Once you have launched the program with your own team, ideally with a A/V presentation and/or a Zoom meeting with your Non-profit partner – there are some practical steps you will want to take.

Those steps include engaging with an HR solution that creates an easy pathway for an employee to identify an interest in making a payroll contribution, requesting corporate matching, or volunteering if available.

Integration of External Network Participation:

Once you have launched the program with external stakeholders, like vendors, suppliers, and etc., you can create strategies to engage them in joining your efforts by making a contribution to a targeted link maintained by your non-profit partner. Tracking and reporting these external contributions and touting your strengthened relationship enhances your CSR results.

Integration of Public Consumer Participation:

Once you have launched the program to the public, create strategies that encourage behaviors and actions that will prompt your organization to make further contributions toward the Social Cause. You can also, with many causes, provide a direct link to allow your customers to join you in the charitable giving to a targeted link maintained by your non-profit partner. The combined value of these funds will show the strength of your CSR Partnership.

Tracking and Reporting:

Be sure to track resources and contributions driven by your CSR efforts as they are received by your non-profit partner. Be sure to track employee participation and build strategies that encourage deeper levels of participation. Ideas like being awarded prime parking spots or earning PTO can be used to show your value of the CSR Partnership.

Manage the Life Cycle:

Create or maintain a calendar that anticipates ongoing milestones of your partnership. Get in the practice of communicating what WILL happen multiple times before it is supposed to happen. Provide fresh information on a regular basis. Change the personae or perspective of your messaging to include facts about the cause itself, the beneficiaries perspective, the non-profit perspective, and your company's perspective.

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