

A whiteboard with a silver frame is the central focus, set against a light blue background. The whiteboard is covered with numerous colorful sticky notes in shades of yellow, pink, orange, and light blue. Surrounding the whiteboard are many colorful, irregular geometric shapes, including triangles and polygons in various colors like red, green, blue, yellow, and orange, creating a festive, confetti-like effect. At the bottom of the whiteboard, a white marker tray is visible, containing several markers in green, red, and blue.

September 29–October 2

**ASTC 2018**  
Annual Conference

# Development Breakfast

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Annual Conference

# Aligning Your Partnerships with Corporate Citizenship

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Association of Corporate Citizenship Professionals



The Resource for Corporate Citizenship

# Defining Corporate Citizenship or Corporate Social Responsibility

## ***What is CSR?***

“CSR is a company’s sense of responsibility towards the community and the environment in which it works.”

CSR is the notion that “organizations have a moral, ethical, and philanthropic responsibility, in addition to their responsibilities to earn a fair return for investors and comply with the law”

“CSR is a company’s role in and responsibility towards society”

Source: Carroll, Archie; Buckholtz, Ann, Business and Society, 2003

Four streams of corporate citizenship most often drive perceptions among consumers and the public at large

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Philanthropy

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Environmental Stewardship

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Fair Labor Practices

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Volunteering

But Corporate Citizenship often extends beyond these four areas, sometimes driving a company's core strategies for spending and earning revenue.

Jennifer Post, What Is Corporate Social Responsibility, Business News Daily, 2017

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A comprehensive way of understanding corporate citizenship is along a strategic continuum from business program to business model

### Contributions and Volunteerism

- Business **program**, spends money, generates soft, but important, returns



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### Environment, Labor, Supply Chain

- Business **process**, saves money, impacts business context



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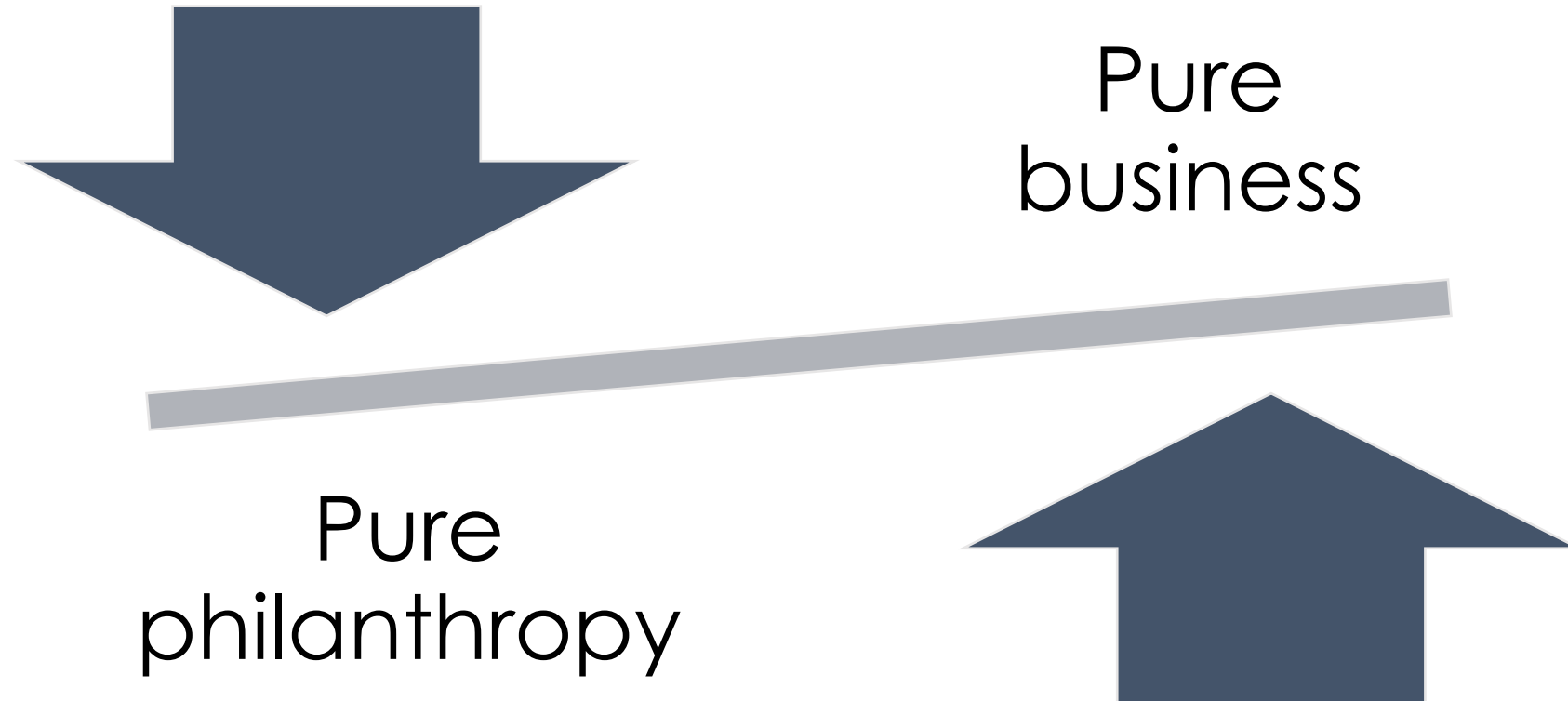
### New Business Models & Products

- Business **model**, drives Profit & Loss



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Corporate citizenship combines and balances, to varying degrees, social and economic benefit



# Trends in Corporate Citizenship





# Types of Contributions



Purely Charitable gifts



Strategic Community investment



Targeted Commercial initiatives in community

# So what does strategic community investment look like for corporations?



# Data shows that when executed with corporate goals in mind, strategic community investments drive measurable returns

**To build reputation and differentiate brand**

78% of consumers want companies to address important social justice issues

**To improve bottom line performance**

89% of Americans would switch brands to one associated with a good cause

**To recruit and retain talent**

76% of millennials consider a company's CSR commitments when deciding where to work

**To engage and develop employees and innovate**

CSR fosters skills development, encourages initiative and spawns innovation among employees

# Strategic community investments have these characteristics

- Employees, business leaders and stakeholders understand what is to be achieved.
- The strategy reflects the nature and location of your business and issues it faces.
- The work addresses social issue(s) that impact employees, communities and the economic viability of the company.
- You have champions in the company and the community who are excited about the work.
- It adds value to key relationships with communities, organizations and employees.
- It produces measurable results that make a difference in the life of the enterprise that is valued by stakeholders.
- It leverages all the tools in your tool box - Signature Causes, Employee Volunteerism and Engagement, and Community Investments.

# Strategic community investments consider the interests of multiple stakeholders and are consciously integrated

## Integrated Considerations & Activities



Outcomes are aligned, efficient, focused

# To design a partnership, first understand the needs of all stakeholders and then fit the pieces together like a puzzle

## **Corporate Interests/Assets**

- What business is the company in? Who are their customers?
- What is the company really good at?
- What issues is the company struggling with?
- What issues do the employees most care about?
- What is the stated focus area?
- How does the work of your center align with their goals?
- How can you help them achieve their goals?

## **Center's Needs/Assets**

- Beyond fundraising, what is your organization trying to achieve?
- What the gaps you currently have, that if filled would allow you to achieve your goals?
- What are your organization's key strengths/assets that you could leverage in a partnership?
- What unique information do you hold?
- Without thinking about money yet, what do you have of value to bring to the corporate table?

## **Community Needs/Assets**

- What are the issues in your community that need to be addressed?
- Who else cares about these issues that you can bring to the table?
- What commitments have been made by others that could be leveraged?
- Who else has resources that if channeled into your partnerships, may benefit multiple parties?



# Fitting together the pieces of the puzzle

## Corporation

- Their business
- Their customers
- Their core strengths
- Their needs
- Their employees' priorities
- Their community focus
- Their goals

## Community

- Top needs
- Interested parties who could add value and benefit a partnership
- Other community initiatives that you could align
- Other community resources that might be available

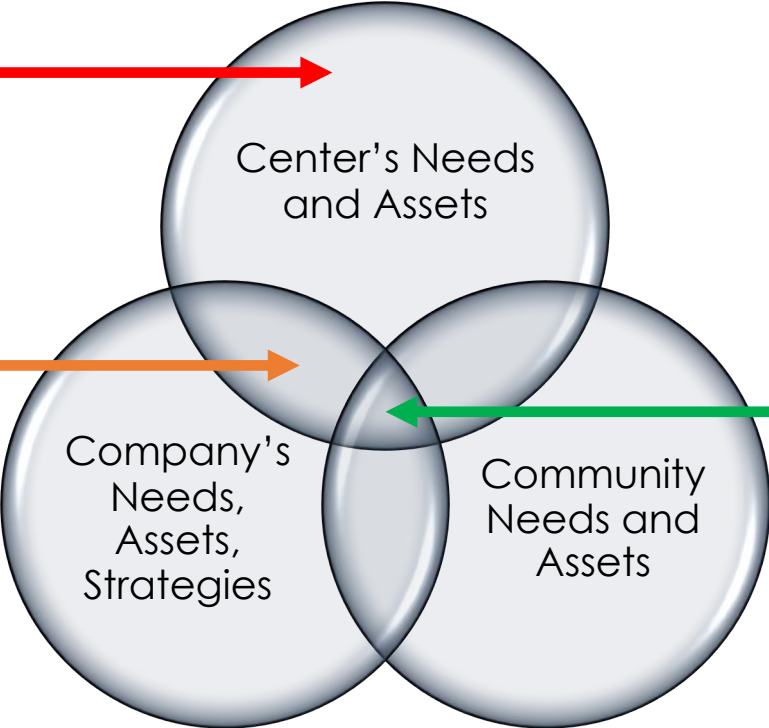
## Your partnership or proposal should answer these questions

- Given the company's needs, what are 3 ways we can help them achieve their goals?
- What do you already have/do that could be helpful to them?
- What do you have that would appeal to their employees interests?
- What might you create together that you do not currently have/do that would benefit stakeholders?
- How can you engage their strengths to achieve your goals?
- What would the benefit of your ideas be for each party?
- Who else would benefit that you could bring in?
- What could you measure to show results?
- How much would these things cost over what period of time?

# Moving corporate partnerships from transactional to transformative

Transactional partnerships are neither desirable nor sustainable

Great corporate partnerships leverage the best of each organization and are "win-win"



Transformative partnerships address the ongoing needs and interests of multiple stakeholders and leverage the unique strengths of each to create outcomes that otherwise would not have been possible