

A young girl with dark hair in pigtails, wearing a blue and white striped shirt with bows, is lying on her back on a green lawn. Her arms are raised straight up, and she is looking directly at the camera with a smile.

# A Nonprofit's Guide TO THE WORLD OF CORPORATE SOCIAL RESPONSIBILITY



# A Nonprofit's Guide to the World of Corporate Social Responsibility



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## INTRODUCTION

# Corporate Social Responsibility UNTAPPED TERRITORY

*Want to know the place where there's lots of money, but most nonprofits don't tap effectively, if at all?*

If you thought corporations, you would be right! But why do so many nonprofits miss prioritizing corporate social responsibility (CSR)? We've wondered the same thing. There is a heavy reliance on individual giving, grant writing, and special events. Savvy organizations make it a point to diversify their revenue streams, and corporate partnerships can broaden your nonprofit reach and fundraising effectiveness.

### DID YOU KNOW?

*Corporations gave \$20.77 billion to charity last year, according to the most recent Giving USA report. That's a lot of donations - donations that your organization might be missing out on.*

## Why has CSR become essential for business?

There was a time when businesses paid only lip service to corporate social responsibility (CSR). Today, CSR is not limited to the marketing or CSR corporate teams. CSR is now often part of the business planning and is led by CEOs who understand that a comprehensive CSR effort integrated with their businesses is needed to be a market leader.

In 2015, Ban Ki-Moon, who was the UN Secretary-General of the United Nations said, "We are the first generation that can put an end to poverty and we are the last generation that can put an end to climate change."

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"We Are the First Generation that Can End Poverty, the Last that Can End Climate Change", Secretary-General Stresses at University Ceremony," United Nations Press Release, May 28, 2015, <https://www.un.org/press/en/2015/sgsm16800.doc.htm>

## INTRODUCTION

# Corporate Social Responsibility: UNTAPPED TERRITORY

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Now, that's a profound statement. In recent years, the public has come to understand--on a global scale--about the enormous wealth in the world, and also the fact that as Ban Ki-Moon said, we can eradicate societal issues. The power and abilities to provide for better lives for the global population have never existed on this scale, and with the expertise and technology we have today, we can join forces with today's corporations to have a real impact.

The companies of today also have extraordinary wealth and power. *Did you know?* The top five companies have over \$3.8 trillion in collective market value.

The public, especially Millennials and now with Generation Z, knows that incredible influence lies with corporate giants. The younger generations are showing themselves to be activist consumers, who want to patronize socially responsible companies, and corporate and business leaders have taken notice.

**88% OF MILLENNIALS** 

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*believe their employers should help address societal issues*

Leading global companies are forging the path forward as good corporate citizens, and they are doing it because they understand that in today's world, social responsibility is an excellent thing for society, and business. But CSR leadership isn't limited to the largest corporations, it trickles down the company food chain, even to influence the small businesses in your community. If you look locally, you'll see stores, businesses, and mom and pop shops that promote some form of social responsibility to support local causes.

**55% OF CONSUMERS** 

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*will pay more for products and services provided by socially responsible companies*





## INTRODUCTION

# Corporate Social Responsibility: UNTAPPED TERRITORY



## Why this CSR Resource Guide?

Nonprofit organizations have an opportunity to tap into an incredible amount of corporate goodwill, money, and resources geared toward making a social impact. And we want to make it easy to do so!

This resource paper uses the CSR success models put into action by several nonprofit organizations. We promise to keep it simple and focus on practical ways to help your nonprofit build corporate funding efforts. This resource will help your cause:

- ✓ **EFFECTIVELY ACCESS CORPORATE PHILANTHROPY.**  
Discover seven activities to attract corporate partnerships.
- ✓ **CREATE CORPORATE-NONPROFIT VOLUNTEER PROGRAMS.**  
Learn how to create mutually beneficial relationships and attract socially responsible business partners.
- ✓ **CREATE A WIN/WIN CSR OPPORTUNITY WITH MARKETING.**  
Find out how to leverage your marketing efforts to ensure that you offer corporate partners the best bang for the CSR buck!



# LET'S GET STARTED.





## CHAPTER 1

# Real World Success with CORPORATE SOCIAL RESPONSIBILITY

Even though corporations and for-profit companies are much more engaged in corporate social responsibility, nonprofits must build a compelling business case for their cause. Nonprofit leaders can follow the path of other successful charitable organizations, using this guide to create an effective CSR program.

## Corporate Motivation Regarding Social Good

Even if you're passionate about the work you do, and your nonprofit mission, you have to remember that CSR is at its heart a business initiative. Corporations have gotten involved in CSR efforts because consumers have moved them to do it. In other words, every cause they decide to partner with increases their public image, their reach, and ultimately their profit as a business.

There are two essential ideas that nonprofit leaders must keep in mind when building a CSR program.

### 1 BUSINESS SENSE

Corporations want to make money for their shareholders. Shareholders want to see companies that are making money, and because of the importance of CSR for customers, investors want to forge effective efforts and sensible partnerships.

### 2 DATA STANDS OUT

Quantitative data and information drive business. When creating a CSR program, your nonprofit must provide measurable results and impact. Although stories capture the emotion and imagination of the people who work in businesses, companies ultimately want to see proof that their "investment" (time, talent or money) is making an impact within the community.

## Turning Business Sense into CSR Success

That's how we get to our first real-life CSR success story and the co-producer for this resource guide, Wayne Elsey. Wayne is a social entrepreneur, but his journey began with the nonprofit he founded, Soles4Souls. This nonprofit was born from the desire to have an impact with a simple life-changing solution: donating a pair of shoes, to aid people affected by natural disasters and helping micro-entrepreneurs in developing countries. When Wayne started the organization, he was mostly operating it with an assembled team of trusted people. He knew that the organization had to grow to scale and for him, it meant going global. Sure, it was an audacious idea, but why shouldn't all nonprofit leaders have big dreams?



## CHAPTER 1

# Real World Success with CORPORATE SOCIAL RESPONSIBILITY

Soles4Souls received a grant of \$20.3 million from the World Shoe Association to help the nonprofit get off the ground. In the following chapter, you will learn more about how Wayne and his team completed the essential steps, to build their CSR programs.

Although the WSA is a large nonprofit association, the mechanics of obtaining money were still the same as if Wayne would have gone to corporate funders.

The Soles4Souls team had a clear business plan for the organization, including impact, goals, and objectives. The vision and mission, for the organization were compelling and clearly communicated. Over time, the relationship with the funding partner had been developed, and because of it, the WSA ultimately became invested in the success of the Soles4Souls team. Finally, whatever information was needed, quantitative or qualitative was promptly provided by Soles4Souls to support the due diligence process and cement organizational confidence.

## Data Stands Out for Corporate Partners

Another organization that has seen incredible success with CSR strategy is PepUp Tech. Their purpose is to empower underrepresented groups to become more involved in the technology industry, creating the sector's next generation of tech leaders. PepUp Tech's work is essential for both future tech leaders and the industry as a whole.

Pep-Up Tech's mission is dependent upon support and partnership from corporations in the tech industry. To achieve their purpose, PepUp Tech created a fantastic CSR program, which harnesses the collaboration of many corporate partners, including Salesforce, Arkus, digitsec, and many other tech influencers. These corporate partners provide volunteers, pro bono tech support, equipment, awareness, internships, apprenticeships and ultimately jobs for program graduates. One key to PepUp Tech's success in attracting corporate partners is the variety of ways corporations can become in the PepUp Tech mission.

A unique way that PepUp Tech engages corporate partners is wrap-around fundraisers at each of the Salesforce Dreamin' regional events, including Dreamforce, which brings together thousands of individuals from hundreds of companies across the country. Company Sponsorship of a Dreamin' event results in brand building for the company as well as the opportunity to network and stay relevant in the ever-growing ecosystem.

*Getting creative and finding multiple ways for corporations to partner with their mission has fueled tremendous support and growth. But for PepUp Tech, it's about partnering with visionary, progressive leaders who know that having a diverse workforce will improve their product, their culture, and ultimately their bottom line.*

## You Can Do It Too

The difference, between organizations like Soles4Souls and PepUp Tech, and those that never get their CSR programs off the ground, boils down to planning, and execution. It doesn't need to be daunting to start CSR in your organization. It can be simple if you follow a formula for success. Keep reading!



## CHAPTER 2

# SEVEN STEPS to Incorporate Corporate Social Responsibility Programs

*Your nonprofit can have just as much success as Soles4Souls or PepUp Tech. If your group is looking to create an effective corporate social responsibility program, these sure-fire seven steps will help you incorporate CSR into your year-round fundraising.*



### Tip 1: Develop a Plan

Have a plan – it's a must. Write it down. Think about the programs that you want to focus on with corporations and businesses. Dream a little and create the vision.

#### ✓ **MATCHING GIFTS**

The easiest stream of corporate money available is matching gifts, which only requires that you promote [the matching opportunity](#) on your website, social media and in your marketing materials. Start there and keep going. Once employees, volunteers, and donors become aware (don't assume they know) that they could double or even triple their donation, many of them will fundraise for your cause through their companies.

#### ✓ **GRANTS & IN-KIND DONATIONS**

There are also other ways to get revenue and support from corporations, including grants and in-kind donations (i.e., financial and marketing expertise, volunteers, etc.). Think of all the angles and paths for CSR and develop a plan around it.



### Tip 2: Make someone accountable

We believe good things happen when teams are responsible and accountable. Appoint someone to oversee and implement your corporate program. We understand many nonprofits are small; when that \$20.3 million grant came into Soles4Souls, the team was working on Wayne's kitchen table. All you need is one person to be in charge!

#### ✓ **CHOOSE WISELY**

For your point person, consider an individual who has solid business sense, even if it's a motivated volunteer, to help you create and develop a corporate program within your nonprofit organization.

#### ✓ **GIVE IT VISIBILITY**

Treat the effort seriously. Have a weekly meeting and even include a presentation made at each board meeting when you're discussing your overall CSR fundraising efforts.

#### ✓ **SET GOALS**

Your goals will help your team keep your CSR initiative on track. Make sure your goals are attainable and realistic while still taking into account where you want to be.



# SEVEN STEPS TO Incorporate Corporate Social Responsibility Programs

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### Tip 3: Target Businesses and Corporations

If you were looking to prospect for individual donors, what's one of the first things you would do? If you said research, then the same applies when starting a CSR initiative and attracting corporate dollars.

#### ✓ **RESEARCH LOCALLY**

Think and research the businesses in your area. Begin with the largest multi-nationals that support local causes. Then move to state businesses and companies like the local car dealer or the real estate firm that's expanded throughout your city or town. Think “glocal!”

#### ✓ **TARGET YOUR LIST**

Do additional research and see if they support causes with your mission (or something similar) and, if so, how (e.g., money, volunteers, etc.). Prioritize your list so that you have the companies that are most aligned to you at the top.



### Tip 4: Get Real on Clarity

Once you've prioritized your targets, put your goals into action.

#### ✓ **TAKE A MACRO LOOK AND THEN GET DOWN TO THE TACTICS**

Think about creating a presentation or proposal that gives the information from the high-level goals to the objectives in a way that is informative, concise and easy to digest.

#### ✓ **START WITH YOUR OVERVIEW**

Prepare an overview of your organization that includes its mission and the results in the community. Remember, you want to provide qualitative and quantitative information. Decide on the program that is best suited for the partnership. You want them to get excited about what you're doing, and there has to be some overlap with a cause they would support.

#### ✓ **KEEP IT SIMPLE**

Even with the biggest ideas, when you present and speak to companies, keep things simple, concise and easy to understand. Business people are not looking for complicated jargon or causes. They want to know the history, the success, the societal need, the potential impact, and the bottom line, as quickly as possible. Create a great story that makes sense to them, and they will want to support it.

#### ✓ **TALK ABOUT YOUR PROGRAM**

While you're planning, take a careful look at Chapter 3. If you're able to talk about your CSR volunteer program, include it in your presentation since it will signal to your corporate targets that you're serious and you know what you're doing.

## CHAPTER 2

# SEVEN STEPS TO Incorporate Corporate Social Responsibility Programs



### Tip 5: Win for the Corporation

The most crucial part is next. **Figure out the win for the corporation or business.** Yes, companies want to be good citizens, but remember, they are also for-profit entities and they want the exposure in the community, which leads to more sales and profit.

#### ✓ DEFINE WHAT'S IN IT FOR THEM (WIIFT)

Look at your presentation or proposal through the lens of the company you're approaching. What's in it for them? The primary focus of a business is to make a profit. So, what does aligning with your cause offer them?

#### ✓ TALK PARTNERSHIP

Use language about building a social partnership, an impact coalition. Be sure you are talking beyond the gift and support request. Share with them how their business and your cause work together.

#### ✓ CLARIFY IMPACT

Think about the money aspect when you're preparing your material, not only concerning, what you want from the corporation, but how you will put those donations into action and the impact from their partnership. This differentiates your cause in the list of other requests, and shows you have a well thought out plan.

#### ✓ SHOW YOUR REACH

Important information you'll want to share includes the size of your database, your social followers, donor statistics/demographics, where you can promote their brand, and your leadership, board member and connections in the community that will bring them greater exposure through their CSR partnership.



### Tip 6: Reciprocal Marketing

We go into marketing more deeply in Chapter 4, but it is important to reiterate that joint marketing is a crucial aspect of an effective corporate social responsibility program. Reciprocal marketing aims to leverage both your brand and also your corporate partner.

#### ✓ PARTNERSHIP PLAN

Create a marketing plan for your partnership, which will help demonstrate to the businesses you're pitching that you understand your nonprofit serves as a conduit for their goals. Think outside the box!

#### ✓ SOCIAL MEDIA PLAN

If you have a large social media following, make sure to include what you would do in social networking in the presentation and how you plan to leverage it for them. Think of every possible marketing opportunity that will get their name (and yours) back into the community, including through digital and traditional marketing channels, social media, events, media, and press, etc.







### Tip 7: Demonstrate Impact


The nonprofit sector is now more data-driven and guess who the driving forces have been on that front—corporate philanthropists and business-minded people. They understand that business theories and practices can help the nonprofit world run more effective programs and fundraising.

#### ✓ METRICS BABY

Explain the impact you've made, and more importantly, the metrics you will provide the corporation for the financial support, corporate volunteer benefits, or in-kind donations.

#### ✓ ACCOUNTABILITY & REPORTING

Provide them a formal mid-year report and end of year report, depending on the level of support from the company. At the minimum, make it a point to send them regular updates along the way, especially if your partnership is taking place as a pilot or over a brief period.



**Now that you know the principles and formula for success, let's explore tactics to get a program launched at your nonprofit.**

One effective and easy program to get started with is corporate volunteer initiative, which helps companies provide a value-added for their teams and gives them a way to get to know you without having to commit anything more than the time of their employees. Even if you have a small nonprofit, you can still forge corporate partnerships through volunteerism (or in-kind) before you ask for financial gifts.

## CHAPTER 3

# THE GENIUS OF A Corporate Volunteer Program

*One of the best ways for your nonprofit to get its foot in the doors of corporate funders is to begin by creating a volunteer program. Volunteering is an excellent way to get corporations involved in your cause, and from there, you can move towards a deeper partnership involving financial support. Corporations budget a certain amount of money for their philanthropic efforts, so providing a volunteer program is an excellent way to get them involved without dependence on their budget cycle.*

There are several [reasons that people love to volunteer](#), especially if it's part of a corporate effort that can be considered team building or socially driven.

- ✓ **PEOPLE LOVE TO BE ALTRUISTIC AND HELP A COMPELLING CAUSE.**
- ✓ **WORKERS RECOGNIZE THAT THEY CAN MEET OTHERS WITH SIMILAR BACKGROUNDS AND INTERESTS IN DOING VOLUNTEER WORK.**
- ✓ **VOLUNTEERING CAN SERVE AS A POINT OF ENTRY FOR PEOPLE TO GET INVOLVED IN A FAVORITE CAUSE THAT MAY ALLOW THEM, OR THE COMPANY, TO PROVIDE INPUT CONCERNING ISSUES THAT IMPACT THEIR COMMUNITY.**



## Volunteer Programs as a Door to Funding

And now we come to another nonprofit success story. [Well Aware](#) is a nonprofit headquartered in Austin, Texas whose mission is to provide innovative and sustainable solutions to alleviate water scarcity and contamination in Africa. Started in 2010, the nonprofit works with companies to partner on development campaigns and volunteer programs.


Core to the Well Aware team is the belief that social engagement, peer networks, and creative event fundraising, boost both CSR efforts and fundraising. As an example, Well Aware hosts “Water Walks” with groups who want to learn more about their life-saving work, do team building, and raise funds for their water projects. Volunteers experience what it's like to have to walk miles to get water and carrying heavy water jugs back. Simulating the problem Well Aware is trying to alleviate with its mission turns many corporate volunteers into active donors. Affinipay recently hosted a Water Walk with Well Aware, and the group had a great time and also raised over \$12,000. Leading up to the actual Water Walk Event Day, the Affinipay team shared the campaign with their respective networks and raised money for the Well Aware cause. The Affinipay volunteer team divided up into departments (e.g., marketing, accounting, etc.) and “competed” against each other using Peer-to-Peer technology, making the fundraising aspect of what they were doing more fun and more effective.



# THE GENIUS OF A Corporate Volunteer Program

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Spectrum Brands is another business that has partnered with Well Aware in their annual “[Shower Strike](#)” campaign. Volunteers across the globe unite and vow not to shower until they have each raised at least \$1,000 toward life-saving water systems in Africa. The nationally-recognized fundraiser enables corporate partners, and their employees to help Well Aware’s cause make a significant impact in a short time. To incentivize their team, the corporation offered a full day off from work to the top fundraisers, and their executives pledged to match everything the staff raised. At the end of their participation in Shower Strike, the company raised over \$60,000 for Well Aware.



***Creating a successful CSR volunteer program that will move your volunteers, and also the corporations, to be engaged with your charity in volunteer time (and money) on a long-term basis, requires that you make sure you’ve got all the essential components of the effort before you begin to pitch the program.***

### 1 ACHIEVEMENT

When you create a CSR volunteer program to pitch to corporations and businesses in your area, the first thing you want to do is to think about what you’re looking to achieve. Are you looking for assistance in programs or events? Do you have the capacity to create a program that will engage the volunteers, the corporation and will help you also meet your goals? One of the most important considerations, especially starting out, is to develop short-term projects that have a high impact, so you have more success in engaging volunteers.

### 2 ASSISTANCE

If your nonprofit is looking to recruit corporate partners, you’ll want to look professional from the outset. That means you should first get a team around you to help you create all of the necessary components for a volunteer program. People who can help you can be your staff, people on the board, or even dedicated supporters who already volunteer for your cause. Get a group of people to help you, and make sure you have a chair or co-chairs of your CSR volunteer program group who will be responsible and accountable.

B O N U S   C O N T E N T !

# ESSENTIALS

## of a Volunteer Program

If you want to present the best program, then take the time to create volunteer policies and procedures. Policies and procedures need not be daunting. Follow the list below to create a written framework for your program quickly. These are an excellent reference for employees and show you're serious about your CSR partnership and the volunteers who will be working with you.

Here's 10 Volunteer Program Essentials to get started:

- 1 **Create** volunteer position descriptions, dress code, attendance, and code of conduct policies.
- 2 **Tell** your nonprofit mission, vision, facts, and “story.”
- 3 **Ensure** volunteer information and data confidentiality
- 4 **Clarify** non-discrimination and non-harassment statements, and organizational conflict of interest policies.
- 5 **Develop** an organizational chart, including volunteer supervisor(s).
- 6 **Include** volunteer policies and grievance procedures.
- 7 **If you're a smart marketer (and we know you are!),** you'll want to have releases available so you can use the images, names or likeness of volunteers in promoting your program or organization.
- 8 **Make sure you have the database ready** which will gather the names, addresses, and other vital information, including availability and volunteer hours, for your volunteer recruits. (Remember, you should get in the habit of updating and reporting to your corporate sponsor to demonstrate the success and impact of your program). This information should also include emergency contact information.

Remember, primarily if you're working with leading corporations in your area, an excellent, fun and exciting corporate social responsibility program takes a little time, thought and consideration. If you do a bit of the planning before-hand, you'll discover that you can create something awesome that will help your organization and turn volunteers, and the corporations where they work, into donors.







## CHAPTER 4

# SMART IDEAS FOR Corporate Social Responsibility Marketing

*To ensure that the local community knows about your corporate partnership, which will also assist you in increasing your nonprofit brand and visibility, you'll want to promote what's happening. The highest chances for a successful CSR program are with organizations that understand that marketing and promotion are an integral part of the work.*

When you're proactive in promoting your volunteer, in-kind, matching gift or financial gifts, you create a meaningful relationship for you--and your corporate sponsors. Relationship building is a crucial aspect of any CSR effort.

**There are three fundamental reasons why it's relevant to market and heavily promote your CSR work with your corporate partners and their teams.**

### 1 RECOGNITION

Corporations and the general public understand and appreciate the social attention. That's why social media is so popular! By publicly recognizing the support of your corporate sponsors and their teams, you're able to provide the metrics and statistics that help everyone involved consider developing a deeper relationship with your organization.

### 2 ACKNOWLEDGEMENT

Fundraisers usually understand the importance of a "thank you," but many nonprofits miss how crucially important it is to acknowledge all donors and supporters. When smart nonprofits master the art of thanking, they are ahead of the competition.

### 3 COMMUNITY

A critical way to engage corporate supporters is to create a community. As an example, consider setting up a private Facebook page where all of your corporate supporters can engage with each other, and your organization. Create a way for all corporate partners and participants to also learn about important issues related to your particular mission. Remember, to get people interacting with your page, think about posts with great images of your work, news articles about the broader work being done (not just by your nonprofit, but also the entire industry), and even fun and off-beat ways to keep supporters coming back to your page for more!

## Successful CSR Marketing

Let's turn back to Well Aware. Part of their CSR and corporate fundraising success comes from savvy marketing and social promotion. Well Aware is very cognizant of the opportunity to market themselves and their corporate partners. They use social, web, peer-to-peer networks, video and other digital tools to enhance their CSR program. Some of their larger CSR companies are included in a special section of Well Aware's website and have a permanent place in their quarterly newsletter, as well as targeted social media campaigns.



The charity works with one company in Kenya, Davis and Shirtliff, which provides the equipping of some of their water wells and rainwater systems at no or discounted cost to Well Aware through their CSR program. The partnership has saved Well Aware tens of thousands of dollars over the years. This relationship is nurtured by the special attention Well Aware pays to any requests they have of the nonprofit via regular meetings in Nairobi to present the impact they have had through their donations, as well as by the collection of feedback on how the partnership can be improved. This activity only strengthens the relationship and trust building between Well Aware and their corporate partners.







# BONUS CONTENT!

## MARKET BRILLIANTLY

### Your Non-Social Toolkit

You've heard it before, social media and digital marketing are essential to your brand. That is true, and it's certainly necessary for any CSR work that you will be doing once you have corporate partners. But, how do you get a leg up on marketing and promote the work of your nonprofit and your corporate sponsors that extend beyond the use of social networking?

#### 1 **Speakers Bureau**

A speakers bureau is something your organization might consider, which is a group of speakers (e.g., experts) from your nonprofit who can talk and make appearances about the work you do in front of the media, at conferences, or at events where there are keynote speakers. Having a speakers bureau is an excellent way to promote your CSR relationships and boost your brand! When you create a speakers bureau, you let the media, trade associations, potential partners, and the public know that your experts are available to speak.

#### 2 **Business Events**

Take the opportunity to network at business events in your area. As an example, attend meetings at your local chamber of commerce. When you're asked about your work, explain your mission, your programs, but also mention your corporate supporters. By doing so, you will not only help you raise brand visibility but will also have the chance to communicate with your corporate sponsors that you're getting the word out about their partnership.

#### 3 **Press Releases**

If you have a particular program or event that is sponsored by a corporation in your area, publish a press release (or a series of press releases) and also ask the corporation, with its leverage, to put out a press release as well.

#### 4 **Corporate Events**

A great way to introduce your corporate sponsors to each other, so they can see who else is supporting your cause is to create corporate events. Many organizations, especially during the summer months create events, such as mud runs or road races, which are of particular interest for corporations and their teams. These events are typically fundraisers, but they can be leveraged to create momentum and press opportunities for your organization and corporate supporters.

#### 5 **Share Stories**

Fundraisers understand that people want to see themselves in the stories of others, which is why many charities interview and promote their donor stories. Sharing the CSR story of your corporate supporters provides the impact you need to offer your corporate sponsors. For instance, feature stories in your newsletter, annual reports, digital marketing efforts, public presentations, or even pitch something to the news media. Let your corporate sponsors know that you're sharing their support of your organization from every angle!



# A FINAL NOTE

In 2017, corporate giving in the United States increased by 8 percent, with signs showing that will continue to grow in the years to come. This is an opportunity for your nonprofit to develop and diversify your revenue stream, which will help your charity scale as a nonprofit. If you want a slice of the \$20.77 billion pie that corporations provide to nonprofits, you must prioritize the research and planning required for a CSR effort.

Remember to think outside the box! Find new ways to get corporations involved in your mission, zeroing in on the win-win opportunities. Going through CSR program planning is an excellent exercise for any nonprofit team, helping you focus on identifying your point of difference, thinking creatively about fundraising and revenue, quantifying your impact, and then building accountability with implementation.

Test the waters with a targeted volunteer program. Help corporations and their employees get closer to your mission and impact, build the foundation for long-term corporate partnerships. Make it fun and engaging, with a clear path to the next volunteer or fundraising opportunity and create something awesome that will turn volunteers, and the corporations where they work, into donors.

Yes, you can do it too! It can be done by any nonprofit, in any town, of any size. Whether your organization is looking to partner with a corporation for the first time, or seeking creative ideas to approach new partners with, we hope this guide helped spark new ideas and given you a framework to build your CSR initiative.