

Building a Social Impact Program

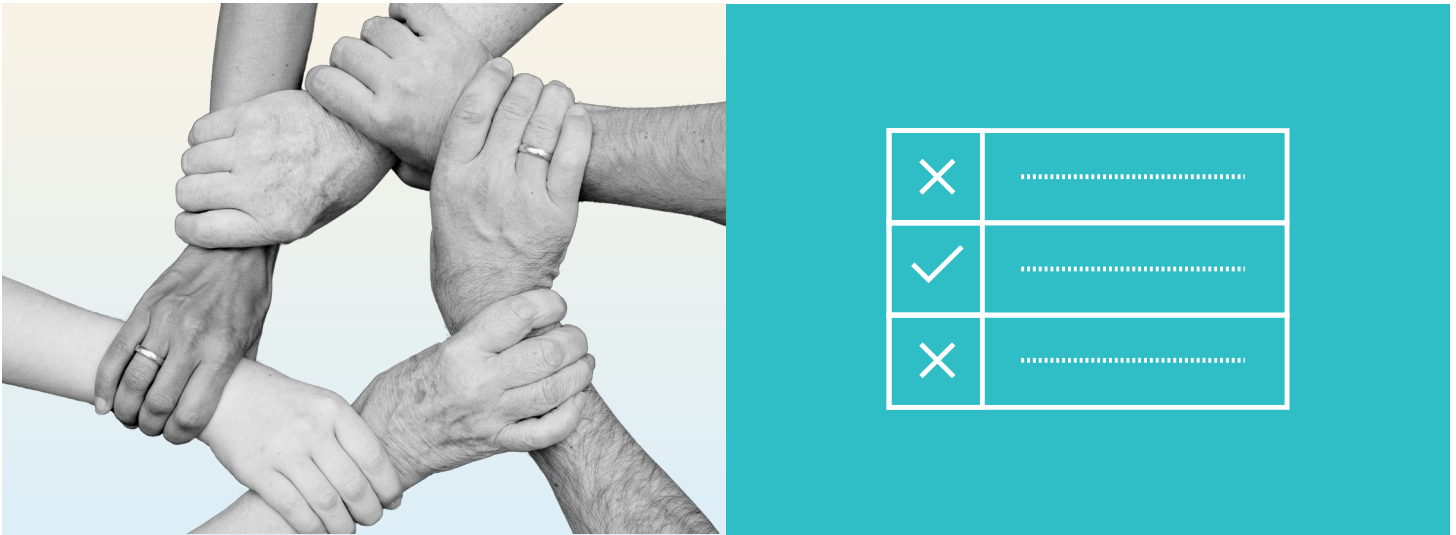


Why Companies are Getting Involved

Social Impact Programs are gaining momentum as a business priority. Consumers, employees and investors are passionate about social issues and expect companies to address them in their business initiatives. Giving back benefits everyone:

- Helps companies attract and retain top talent
- Drives employee engagement, satisfaction and productivity
- Strengthens company brand, builds trust and customer loyalty
- Attracts potential investors and enables innovation
- Uplifts and empowers our local, national and global communities in need
- Mitigates the societal effects of social and environmental challenges
- Inspires us all to serve and care for our collective humanity, delivering a ripple effect of good

Gen-Z and millennials are the largest segment in the workforce today and have great power as consumers and employees. They seek and support purpose-driven brands, and actively engage in giving back with their time, talent and resources.



HOW TO GET STARTED

☐ Align with your company's business purpose

- Your social impact strategy should align with your company, its mission and values
- Tip: See [UN Sustainable Development Goals](#) for ideas

☐ Identify what your stakeholders and employees care about

- Secure leadership support
- Align your program with team interest

☐ Create and operationalize your program

- Identify a program champion
- Gather a team of volunteers -- it's ok to start small!
- Research and brainstorm ideas that fit your impact goals
- Develop initiatives that make your employees proud; leverage their strengths, passion and skills
- Document your goals and tie them to business outcomes
- Develop an action plan
- Set clear expectations and timeframes; build buy-in
- Communicate your vision and inspire action
- Track and report your impact

☐ Celebrate results and thank participants

☐ Reflect on outcomes and feedback, build upon and continue your plan

WAYS TO GIVE BACK

Ideas

- Corporate charitable giving
- Product and service donations
- Employee paid time off for service
- Dollars for Doers program
- Matching gifts program
- Sponsorships
- Cause-related marketing
- Pro bono services
- Disaster response
- Events and campaigns (ex: food drives, beach clean up days)
- Social impact activity as part of company meetings (ex: letter writing)
- Virtual volunteer experiences to engage hybrid or remote employees
- Non-profit guest speakers
- DEI as part of philanthropic efforts
- Implementing environmental sustainability practices
- Upholding UN Sustainable Development Goals

Positive Focus: Creating a social impact program is an evolving process. The most important thing is to begin and adapt as you learn.