

explore the benefits of community involvement



Revenue Growth
Customer Acquisition
Customer Loyalty
Market Development
Product Innovation

your customers

your employees

Employee Recruitment
Employee Retention
Morale
Productivity
Professional Development

Corporate Reputation
Corporate Culture
Social Capital
Good Will

your company

Responsible World works with small and medium size businesses to strengthen their competitive advantage through innovative programs in Community Relations. Our relationships are customized to meet the unique needs of our clients, and our work ranges from focused projects (e.g. cause-related marketing, employee involvement) to the outsourcing and management of the Community Relations function. When managed purposefully, potential benefits in sales, customer acquisition, recruitment, retention, productivity, morale and reputation are significant.



ResponsibleWorld

31 Milk St., Suite 901
Boston, MA 02109
617.451.9800 ext. 245
www.responsibleworld.com

Community Involvement Profile

How can community involvement
strengthen your business?



ResponsibleWorld



community involvement is a strategic business tool

- companies**
100% of Fortune 100 corporations have formal community relations departments. Corporate community expenditure is estimated at \$22 billion
- 10 out of 11 recent studies found a positive correlation between corporate social and corporate financial performance
- consumers**
80% of consumers have decided to do business with a company based on social performance
- 90% of Americans have a more favorable image of companies that support a cause they care about
- employees**
87% feel strong loyalty to their employer when the company supports a cause they care about
- 90% of executives agree that volunteering improves employee morale, productivity and skill development
- investors**
Over \$2 trillion are professionally invested in a socially screened manner (one out of every eight dollars)
- 71% of investors consider corporate citizenship in their investment decision

What specific community involvement programs can strengthen your business?

corporate programs that enhance your firm's reputation in the community, achieve business goals and benefit society.

- ◆ philanthropy and grant-making
- ◆ product discounts and donations
- ◆ in-kind services
- ◆ usage of facilities and assets
- ◆ cause-related purchasing

customer initiatives that leverage community involvement to increase customer awareness, build loyalty and strengthen channel relationships.

- ◆ cause-related marketing campaigns
- ◆ strategic alliances and branding partnerships
- ◆ non-profit event sponsorships
- ◆ cause-related public relations

employee participation that enhances corporate culture, builds morale, and deepens relationships with employees by demonstrating commitment to important social causes.

- ◆ volunteerism
- ◆ matching gift programs
- ◆ paid time-off, service sabbatical policies
- ◆ non-profit board placement programs
- ◆ employee teams and committees
- ◆ professional development opportunities



what is the community involvement profile?

1

A characterization of current community initiatives as they relate to:

employees, customers, corporate strategic objectives, community organizations, and other stakeholders (e.g. suppliers)

2

An outline of broad opportunity areas specific to your company

3

Benchmarks where appropriate

quantitative, case examples and leadership models