

BRANDING YOUR STORY MODULE 2 WORKSHEET©



Business is personal. It's about relationships. One of the best ways to build relationships is to connect over the passion for a cause.

You can find the research that backs up the fact it pays to be a good corporate citizen at:
[Boston College of Corporate Citizenship](#)
[Cone - A Porter Novelli Company](#)

Community Engagement is not about throwing money at a cause. It's a strategic business decision. Below is an outline that will help you get started.

Community Engagement Strategy Outline

- **Reflect your Core Business Objectives**
 - Connect it with your industry or a personal story
 - Identify Resources and Opportunities for Engagement
 - Select a charity that aligns with you Mission, Vision and Values
- **Get Buy-In from Key Decision Makers**
 - People at the top set priorities and lead by example so they need to be on board to drive success
- **Ensure Nonprofit Accountability**
 - Make sure your contribution is going where you intended
- **Clear and Consistent Communication**
 - Implement a Communication Strategy to let all involved know
 - What you're going to do and how you're going to do it
 - What's expected from people in your company and the nonprofit
 - Identify a point person to ensure communication is flowing and the timeline remains on track
- **Reliable Measuring and Reporting Methods**
 - What gets measured gets done so clearly define your desired outcome and how you will measure success. Here are a few for consideration:
 - Secure Press Coverage
 - Boost Employee Moral/Productivity
 - Increase Awareness
 - Decrease Turnover
 - Enhance Image
 - Receive Community Recognition