



Corporate Giving Resource Guide

Dear business leader,

Your philanthropy is as unique and individual as your business.

A giving plan can be a powerful tool. It can help your company personalize its giving and make sure community contributions are as strategic and meaningful as possible. By tailoring your giving plan to your company's mission, core strategies, personal and professional connections, and/or customer targets, you will maximize the opportunities associated with wise charitable decision-making. Whether formal or informal, these plans not only increase the satisfaction of your corporate philanthropy, they can also improve business-related and financial performance.

The NPcatalyst Corporate Giving Resource Guide is intended to help your business link values with community needs, establish goals and strategies for giving, involve key staff members, and evaluate the community-driven efforts with which you invest.

This resource guide was created to provide business leaders with ideas and tools to create and manage successful corporate giving plans.

A tool for community leadership

NPcatalyst's Corporate Giving Resource Guide is designed as a tool for successful corporate engagement.

The resource guide:

- ✓ Briefly illustrates the steps involved in creating a rewarding and mutually-beneficial corporate giving program
- ✓ Serves as a resource when developing the giving program and philanthropic strategy, and
- ✓ Creates a connection to NPcatalyst, which seeks to advise, design, and/or manage optimal corporate giving programs

The NPcatalyst team is available to businesses seeking to create, enhance and manage charitable giving programs and strategies.

The guide can be found on the NPcatalyst website, located at www.NPcatalyst.com.

Applying proper focus

As an executive of a small or large business, you likely receive many requests for charitable support, either seeking volunteer leadership, in-kind or product contributions, or financial donations. Whichever the case (or all), it is quite possible that a formal giving process or strategy is not in place. As a result, charitable support from your business may represent more of a burden (or an after-thought) than an act of kindness or, for some, a cost of doing business. Without a strategy, your business will not derive near the benefits it deserves from your giving.

Using the experience and skills of NPcatalyst team members, the creation and management of effective giving programs should no longer be viewed upon as a negative or a burden. Further, the relationships we have and create in local communities helps streamline the strategic process in a fraction of the time.

A business's giving program is typically over and above its participation in local organizations, community foundations, or other workplace giving campaign initiatives. By working directly with NPcatalyst staff, this resource guide will help you choose the options that are right for your business. It will take you through the basic steps of creating, organizing and improving your giving program that can help you take advantage of this potentially powerful business tool.

We have found that most businesses give to their communities because it is simply the right thing to do. Many business leaders have discovered that a well-thought out and designed giving program can help support their corporate mission and, at the same time, improve the company's bottom line.

A business can do well by doing good.

The bottom-line benefits of giving include:

- ✓ Enhanced reputation and standing in the community
- ✓ Greater customer loyalty
- ✓ Competitive advantage in attracting and retaining employees
- ✓ Increased positive name recognition and brand awareness
- ✓ Closer relationships with community leaders and officials
- ✓ Leadership development opportunities for employees
- ✓ Beneficial business-to-business relationships with non-profits
- ✓ A reservoir of goodwill within the community
- ✓ Improved internal communications and sense of common purpose
- ✓ Exposure of staff to new ideas, points of view, and important social movements
- ✓ Increased revenue from clients you may not otherwise access
- ✓ Healthier, more livable, and economically stronger communities

If one or more of your business's goals are on this list, you're on the right path toward creating a successful corporate giving program.

Align with business strategies

If it's about increasing market share, hiring and retaining quality staff, creating strong B2B relationships, improving corporate culture, enhancing public image and, of course, providing outstanding community-beneficial resources and opportunities...you're on the right path.

For some businesses, giving is based on the old model of "checkbook charity", signified by simply writing checks for causes and organizations. That model has since morphed into giving programs tailored to align charitable contributions (time, money, in-kind donations) with business goals, core strategies and desired benefits.

Business leaders representing forward-thinking, strategically-motivated charitable giving programs recognize clear connections between corporate health and the health of the communities in which they do business. They understand that corporate giving is not just a matter of conscience: it is also a matter of understanding the congruence of business and community goals.

Determine the purpose of a giving plan

It is important to address what you want your corporate contributions to accomplish. One way to do this is by determining where your company's interests intersect with those of the community. By designing a program to meet specific goals and objectives, you will have a program that is proactive instead of reactive – one that goes beyond simply responding to requests. Focused giving enables a company to make the greatest possible impact with its dollars.

Questions to address when determining the purpose of your corporate giving plan are:

- What are your current business interests?
- What are your future business needs?
- What role does your company want to play in the community?
- What are your employees' interests and what causes are they committed to?
- What area of your community or who in the community is most affected by your business?
- What community issues are likely to affect your business and/or employees?
- What do you want your company to be known for?
- Whom are you trying to reach?
- What is the desired return on your charitable investment?
- How will measure success?

Design the giving program

The reasons that the vast majority of corporate giving programs are not successful is due non-existent purposes, responsibilities, and procedures. Furthermore, successful programs make sure to leverage giving to maximize optimal return on their charitable investment.

Key steps and factors found in successful giving programs include:

- Hire a consultant or agent, like NPcatalyst, or a point-of-contact employee
- Create a mission statement for the corporate giving program
- Establish a giving budget
- Define the giving structure – direct contributions, company-sponsored foundation, or fund at a community foundation
- Determine the preferred ways of giving – direct cash support, event sponsorships, restricted program contributions, in-kind or product donations
- Establish written guidelines to communicate the program's goals and objectives
- Develop policies and procedures as they relate to giving practices and decisions
- Employing a clear strategy and process for tactfully saying "no"
- Create an advisory or charitable decisions committee to make funding recommendations
- Create a decision-making process, featuring policies, procedures, and key responsibilities

The leadership element

We've found that businesses believe that the passion and creativity of their employees emerge when they know their efforts make a difference. Knowing this, business leaders choose to create deeper engagement with community organizations, including those receiving their financial support. This is frequently represented through:

Employee volunteerism - Pro-bono employee service - Board leadership

Some businesses have incorporated incentive and recognition programs for staff members who are active community supporters, including:

- ✓ Employee matching gift programs - match employee donations to charitable organizations;
- ✓ Employee Giving campaigns - focus on community awareness and fundraising;
- ✓ Employee volunteer support - cash grants to organizations where employees volunteer a certain amount of time;
- ✓ Employee volunteer time matching – compensating volunteer time at hourly rates or paid time off
- ✓ Business development incentives – driven from networking, new business relationships and revenue-generating channels

Leverage community engagement

Very few people will recognize your corporation's community leadership if it's not properly leveraged. Whether it's taking advantage of the benefits offered through event sponsorships or naming opportunities through direct donations, it's incredibly important to monitor the deliverables, measure their effectiveness, and promote the achievements.

Strategic and effective corporate-to-community engagement presents optimal opportunities to generate positive recognition, among many other benefits which are available through charitable support. To achieve this, we encourage business leaders to:

- ❑ Design a plan to monitor engagement and measure its effectiveness. This includes:
 - ✓ Tracking volunteer hours and the impacted organizations
 - ✓ Recording all financial contributions, the ways the money is gifted, and the desired usage of funds
 - ✓ Evaluating the impact by determining if needs were met
 - ✓ Capturing feedback from all giving stakeholders (decision committee, individual employee volunteers)
- ❑ Craft a marketing plan to promote and communicate charitable activities...
 - ✓ Internally among employees, vendors, and customers
 - ✓ Externally through traditional and social media

Enlisting experts

Businesses seeking professional guidance and management are encouraged to contact us at NPcatalyst. Our forty-plus years of corporate and non-profit leadership provides our clients with the outstanding skills, intelligence, resources, connections and creativity needed for strong, stress-free, and seamless corporate giving solutions. Among the services available to clients are the following:

- ✓ Audit of gifting process
- ✓ Design of engagement/giving strategy
- ✓ Guide or facilitate contribution activities
- ✓ Deliver "insider" information and research
- ✓ Connect with non-profit organizations

Working with NPcatalyst delivers outstanding results. Enlisting our services saves corporate time and executes the strategy so it's worth doing. We've seen too many fail or fail to launch when managing on their own, resulting in failure to achieve any deserving benefit from their benevolence. Just like you hire to accomplish goals in technology and strategic planning, we recommend you hire experts to manage your corporate giving plan. By working with NPcatalyst, you will save time executing the most effective and beneficial strategy.

Corporate strategic philanthropy continues to evolve into a powerful and community-impacting force. Similar to this evolution, this resource guide will continue to be revised, based on the times, regular feedback from our corporate clients, and the overall philanthropic climate. One principle goal will always remain...providing corporate leaders with the tools necessary to design, manage, measure, and leverage their charitable giving.

Contact us today to learn how we can positively launch and enhance your company's charitable culture and success.

9645 Gateway Dr., Ste. B
Reno, NV 89521
775-333-9444
info@NPcatalyst.com
www.NPcatalyst.com

